

Janet L. Hoffman



Practice Description

Janet counsels and advises clients on international trademark, copyright and unfair competition issues. She conducts global clearance searches, advises clients on international trademark protection and enforcement strategies, licensing and IP transactional issues such as portfolio audits and due diligence. Her sub-specialty is trademark law and practice in the Independent States of the Former USSR, and Eastern Europe. Janet counsels clients in a broad range of industries, including hospitality and leisure, luxury goods, automotive, pharmaceutical, publishing, cosmetics and personal care. As Senior Counsel, Janet will continue as a consultant on client matters and remain active in the field.

Education

Wellesley College (B.A., History and Russian Studies, 1967); New York University (M.A. Russian linguistics, 1969, Ph.D., Slavic linguistics, 1977); Boston College Law School (J.D., cum laude, 1982); Member, 1980-1981, Editor-in-Chief, 1981-1982, *Boston College Law Review*.

Clerkship

Law Clerk to the Honorable Lawrence W. Pierce, U.S. Court of Appeals, Second Circuit, 1982-1983.

Professional Activities

International Trademark Association: Member, Trademark Reporter Committee (2016-2018); Member, Dilution and Well-Known Marks Committee (2005-2013); Vice Chair, Trade Dress Committee (2003-2005); Member and then Co-Chair INTA Bulletin Committee (2000-2004); member, INTA Board of Directors (1998-2000); Member, The Association of the Bar of the City of New York (including Member of Committee on Independent States of the Former U.S.S.R.); Co-Counsel: Coalition for Intellectual Property Rights (Public-Private Partnership for advancing the protection and enforcement of industrial property rights in the states formerly comprising the Soviet Union) (1991-present).

Honors

Women in Business Law, 2017
 Who's Who Legal: Trademarks, 2016
 INTA President's Award, 2015
 Who's Who Legal 100, 2011-2014
 Euromoney Guide to the World's Leading Women in Business Law – (nominated by in-house counsel and professional peers), 2016, 2013, 2012
 Super Lawyers® New York Women's Edition, 2017
 Super Lawyers® "The Annual List — The Top Attorneys in the New York Metro Area," 2012-2013
 Super Lawyers® Corporate Counsel Edition (Business Services, Intellectual Property), 2010
 Super Lawyers® New York Metro Edition (Intellectual Property, International), 2006-2016
 Guide to the World's Leading Trade Mark Law Practitioners, published by Legal Media Group/Euromoney in association with Managing Intellectual Property (USA section), 2009
 Who's Who Legal — Trademarks (recognized in the edition of Guide to the World's Leading Trade Mark Law Practitioners, published by Euromoney Legal Media Group), 2008
 Legal 500 US Guide (recognized in the international area), 2006-2007 edition

Admissions

New York; Massachusetts; Pennsylvania; Washington, D.C.
 United States Court of Appeals for the Second Circuit
 United States District Court for the Southern and Eastern Districts of New York

Speaker

May, 2010, 2011, 2012, 2013: Lecturer on the trademark law in The Independent States of the Former Soviet Union and Eastern Europe as part of the International Trademark Association's (INTA) Academic Course on International Trademark Law.
 Numerous presentations at professional conferences and seminars on international trademark issues (1991–present).

Published Works

Trademark Laws of the Former Soviet States: A Comparative View

Case-note, The Struggle to Define Character in FCC License Renewal Decisions: RKO General, Inc.

Protection of Well-Known Marks in the Russian Federation and other Countries of the former Soviet Union

Memoranda on Famous and Well-Known Marks From the International and Local (countries of the former USSR) Perspective

The Trademark Reporter

World Trademark Review

New Russian IP Law Has Serious Deficiencies for Trademark Owners Reprinted with permission from INTA Bulletin, Vol. 62, No. 2, (January 15, 2007)

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F. Mostert's Famous and Well-Known Marks

Protection of Celebrity Images in the U.K. - Rihanna Decision Affirmed By Court of Appeal Mondaq, March 18, 2015.

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Co-author: [Amanda B. Agati](#)

International Trademark Dilution Author, Russian Federation Chapter for the 2012 and subsequent editions (Thomson West, 2012-2015) of International Trademark Dilution (ed., Daniel R. Bereskin QC).

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