

Andrew J. Hollander

Of Counsel

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OVERVIEW

Andrew Hollander protects his clients' valuable intellectual property including their brands, inventions, creative works, proprietary business information, and more. His trademark practice includes registering, enforcing, and licensing trademarks in the United States and abroad. He regularly conducts clearance on new brands for United States and worldwide rollout and manages global portfolios comprising trademarks in more than 100 countries. Further, he handles opposition and cancellation actions before the Trademark Trial and Appeal Board (TTAB) of the US Patent and Trademark Office and in trademark actions in federal court.

A patent attorney registered to practice with the US Patent and Trademark Office, Andrew prepares and prosecutes patents on computer software and hardware, online and offline business models, artificial intelligence, mechanical inventions, and more.

He advises in many industries, including travel, health and beauty care, consumer packaged goods, equipment rentals, and financial institutions. He negotiates and drafts agreements, such as license, trademark coexistence, celebrity endorsement, and influencer agreements. He also advises on advertising, domain names, and social media.

Andrew has experience in protecting designs of all kinds with trade dress registrations and design patents, including bottle shapes, graphical user interfaces (GUIs), apparel, bicycles, and more.

Formerly head of an in-house intellectual property department, he is solutions-oriented and advises on portfolio management strategies, IP due diligences, and M&A transactions.

Andrew is an Adjunct Professor at Seton Hall University School of Law, where he teaches courses in both Trademark Registration and in Patent Law.

He contributes pro bono IP work to an anti-bullying organization.

PROFESSIONAL BACKGROUND

Prior to joining the firm, Andrew was vice president of intellectual property for a US$4 billion dollar global company, where he headed its IP activities. Andrew also practiced at two leading law firms where he engaged in IP counseling, litigation, and prosecution.

PROFESSIONAL / CIVIC ACTIVITIES

- Adjunct Professor of Law, Seton Hall University School of Law
  - Teach semester-long core courses in Trademark Registration, and in Patent Law
- President, Board of Trustees, Chatham, N.J., Public Library

SPEAKING ENGAGEMENTS

- Panelist, “Due Diligence of IP Assets,” *PLI's IP Issues in Business Transactions Conferences*, 2013 & 2014.
- Speaker, “Social Media Law: Who Owns Your Tweets?,” *The Foundation Center / Nonprofit Technology Network*, March 2012.
- Co-Speaker, “Social Media Policy: Building, Monitoring and Enforcing,” *ALM's Virtual LegalTech webcast*, March 2012.
- Panelist, “Understanding the Legal Issues in Social Networking,” *The Knowledge Congress webcast*, February 2012.
- Moderator, “The Evolving Aftermath of Licensing Agreements: Keeping Track of What is Important to Ensure Their Success,” *K&L Gates and BDO technology and life sciences seminar*, October 2011.
- Co-Chair, "Ethics and Intellectual Property: Patent Law Developments, the Oracle v. SAP Verdict, and New Social Media Issues," *West Thomson Reuters webcast*, December 2010.
- Co-Chair, "Ethics and IP Due Diligence in View of Bilski v. Kappos and Sarbanes-Oxley," *West Thomson Reuters webcast*, June 2010.
- Speaker, "Successful Tools for IP Due Diligence -- Keys to Getting the Deal Done," *National Constitution Center webcast*, June 2010.
- Panelist, "International Intellectual Property," *Rutgers Law School*, *presenting on international trademark protection strategies*, April 2010.
- Co-Chair, "Intellectual Property Due Diligence and Ethics: Avoiding Ethics and Securities Violations," *West Thomson Reuters webcast*, December 2009.
- Co-Chair, "Intellectual Property Due Diligence and Audit Boot Camp: Identify Invaluable IP Assets and Rights," *West Thomson Reuters event*, New York City, June 2009.
- Co-Chair, *Corporate Patent Congress 2007*, New York City, January 2007.

EDUCATION

- M.S., Fordham University, 2003 *(Computer Science; Recipient of the Herbert W. Bomzer award for the outstanding graduate student in Computer Science)*

- J.D., Cornell Law School, 1991
- B.A., Wesleyan University, 1984

ADMISSIONS

- Bar of New Jersey
- Bar of New York
- United States Patent and Trademark Office
- United States District Court for the District of New Jersey
- United States District Court for the Eastern District of New York
- United States District Court for the Southern District of New York

OTHER PUBLICATIONS

- "Seeing is Believing: Using Trade Dress and Design Patents to Boost Brand Impact and Protect Product Appearance," *New Jersey Lawyer*, August 2024.
- Contributor, "Intellectual Property Due Diligence in Corporate Transactions: Investment, Risk Assessment and Management," *West Thomson*, 2010-15 editions.
- Contributor, "Assets & Finance: Audits and Valuation of Intellectual Property," *West Thomson*, 2010-11 editions.
- "Identity Theft and Phishing," *New York Intellectual Property Law Assn. Bulletin*, November 2005.
- "Patenting Computer Data Structures: The Ghost, The Machine, and the Federal Circuit," *Duke Law & Technology Review*, December 2003.

AREAS OF FOCUS

- IP Procurement and Portfolio Management
- IP Litigation