

Marsha G. Gentner

Senior Counsel

Washington, D.C.

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Areas Of Practice

Intellectual Property
Copyright
Intellectual Property Litigation
Trademark
Cannabis Law
Privacy and Data Security

Bar Admissions

District of Columbia

Court Admissions

U.S. Court of Appeals, District of Columbia Circuit, 1978
U.S. Court of Appeals, Federal Circuit, 1984
U.S. Court of Appeals, Second Circuit, 1988
U.S. Court of Appeals, Fourth Circuit, 1997
U.S. Court of Appeals, Fifth Circuit, 1988
U.S. Court of Appeals, Eleventh Circuit, 1990

Education

Georgetown University, J.D., 1978

- Staff Editor, American Criminal Law Review
1976-1978

Indiana University, B.S., *summa cum laude*, 1975

- Four-time recipient of the Special Achievement Award

Marsha Gentner is a Senior Counsel in Dykema's Intellectual Property Group. Ms. Gentner focuses her practice on the management of global trademark portfolios. In addition to filing and maintaining an extensive docket of registrations throughout the world, Ms. Gentner supervises enforcement actions, including proceedings before local trademark authorities, customs and court seizures, and civil and criminal counterfeit actions around the globe. She handles transactional and licensing negotiations and disputes with manufacturers, suppliers, and international distribution networks, as well as due diligence.

Ms. Gentner has more than 30 years of experience prosecuting and litigating trademark and other intellectual property matters before the U.S. Patent and Trademark Office, U.S. district courts and courts of appeal. Her experience and trademark expertise enables her to navigate complex registration issues, as well as the rules, practices and procedures of the PTO and TTAB. Ms. Gentner also is a mediator serving on the International Trademark Association's select Trademark Mediators Network.

In addition to her trademark practice, Ms. Gentner handles all manner of Internet and domain name controversies and proceedings, including UDRP proceedings, copyright "take down" notices, domain name transfers, social media and internet registrar complaint procedures. Her practice includes copyright registration and enforcement, with particular emphasis on software and online content.

Prior to joining Dykema, Ms. Gentner was a member of a boutique Intellectual Property firm in Washington, D.C.

Seminars & Speeches

Filing & Protecting Your IP Assets Worldwide
June 22, 2021

Publications

"The Washington Football Team's Trademark Journey: Over the Bumps and Full Speed Ahead"
July 23, 2021

"Google Copyright Win Fuels Debate Over When Copying is Changing"
April 8, 2021
Bloomberg Law

"4th Cir. Clears Two Paths for Repeat Trademark Ruling Reviews"
March 17, 2021

Marsha G. Gentner (Cont.)

Bloomberg Law

"Washington's NFL Team is in a Race Against Time to Find Its New Trademark"

July 22, 2020

IP Watchdog

"Outlook Hazy For Cannabis TMs Under Unlawful Use Doctrine"

August 22, 2019

Law360

"Cesari V. Peju May Have Reverberating Results"

December 21, 2017

"Hazy Future for Federal Registration of Marijuana Marks"

January 4, 2017

Westlaw Journal Intellectual Property

"Legal mash-up"

March 3, 2016

Intellectual Property Magazine

"Know Your Domain: An audit of Internet domain names can become an undiscovered asset on the bottom line"

November 28, 2015

Metropolitan Corporate Counsel

News

"Are There Too Many Cleveland Guardians Teams?" [Podcast]

August 14, 2021

Bloomberg

Crain's Cleveland Business Taps Marsha Gentner to Discuss Trademark Issues with Use of Cleveland Guardians Name

August 4, 2021

Marsha Gentner's Commentary on Cleveland MLB Team's Name Change Appear in the *Cleveland Plain Dealer* and *Law360*

July 26, 2021

Marsha Gentner Addresses Court Rulings on Transformative Use in *Bloomberg IP Law*

April 8, 2021

Marsha Gentner Quoted in *Crain's Cleveland Business* on the Complex Process of Changing the Name of Cleveland's MLB Team

December 20, 2020

Marsha Gentner Quoted in *Law360* Article on Cleveland MLB Team Name Change

December 15, 2020

The Hollywood Times Conducts Q&A with Marsha Gentner About Celebrities Sued by Paparazzi for Copyright Infringement

October 9, 2020

Marsha Gentner Quoted in *Bloomberg* on Washington Football Team's Name Change

July 13, 2020

Marsha Gentner Quoted in *Bloomberg Law* on Copyright Infringement Suit Stemming from COVID-19 Initiative Claiming Public Benefit

June 2, 2020

Marsha Gentner Quoted in *Westlaw Journal IP* on Copyright Ban for Annotated State Laws

May 6, 2020

Marsha Gentner's Perspective on SCOTUS IP Ruling Shared by Several Publications

June 25, 2019

Marsha G. Gentner (Cont.)

Marsha Gentner's Perspective on SCOTUS Copyright Decision Shared in Several IP Publications
March 5, 2019

Marsha Gentner Quoted in National News Story on Trademark Dispute Involving Biker Gang
February 28, 2019

Marsha Gentner Weighs In on SCOTUS Copyright Case in *Reuters Westlaw-Intellectual Property*
January 11, 2019

Marsha Gentner Surveys Cannabis Legalization Landscape in *Life Sciences IP Review*
October 24, 2018

Marsha Gentner Remarks on Pro Team's Logo Withdrawal in *World IP Review*
January 31, 2018

Marsha Gentner Comments on Wixen's Streaming Lawsuit in *Westlaw Journal: Intellectual Property*
January 17, 2018

Marsha Gentner Quoted in Several Intellectual Property Publications Regarding SCOTUS USPTO Decision
June 20, 2017

Marsha Gentner Interviewed by *Inside Counsel* Regarding Proposed California Marijuana Bill
February 16, 2017

Marsha Gentner Authors *IP Magazine* Article About Copyright Issues in the Music Industry
March 8, 2016

Marsha Gentner Interviewed by *Metropolitan Corporate Counsel* Regarding Trademarks
September 16, 2015

Marsha Gentner Quoted in *Inc. Magazine*
August 22, 2014

Marsha Gentner Quoted in *World Trademark Review* and *World IP Review*
June 19, 2014

Dykema Intellectual Property Department Launches Blog
April 2, 2014

Dykema Intellectual Property Department Launches New Blog
March 27, 2014

Blog Posts

Outlook Hazy For Cannabis TMs Under Unlawful Use Doctrine

Memberships & Involvement

The District of Columbia Bar Association, Intellectual Property Law Section

ITechLaw (International Technology Law Association)

INTA (International Trademark Association)

Trademark Mediators Network

ACR (Association for Conflict Resolution)

Awards & Recognition

Recognized for prosecution and strategy in *WTR 1000 — The World's Leading Trademark Professionals*, United States - D.C. jurisdiction, 2020-2021

Marsha G. Gentner (Cont.)

Recognized in *Managing Intellectual Property* magazine as an IP Star, 2015-2016

Recipient of an AV[®] Preeminent[™] Rating by *Martindale-Hubbell*