

Farah Bhatti
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Farah Bhatti is a Shareholder in the firm's Intellectual Property Practice Group. Farah focuses her practice on all aspects of trademark prosecution including advising, counseling, and securing trademark protection for clients, with an emphasis on the worldwide selection and enforcement of trademarks. She also works closely with clients in formulating their domestic and international trademark protection and registration strategies. Farah navigates the complexities of issues within the areas of registration and enforcement without difficulty, drawing on experience in private practice as well as her previous position as a trademark examining attorney at the U.S. Patent and Trademark Office (USPTO). While there, she examined more than 2,000 trademark applications and represented the USPTO before the Trademark Trial and Appeal Board (TTAB). Farah also has extensive experience in the enforcement of Internet and domain names, through the implementation of strategies ranging from cease and desist letters, Uniform Domain Name Dispute Resolution Policy (UDRP) complaints, individual website complaint procedures, and even trademark litigation under the Anticybersquatting Consumer Protection Act (ACPA). Farah has been successful in obtaining substantial statutory damages and attorneys' fees on behalf of clients under the ACPA.

Farah frequently speaks on the topic of trademark protection at seminars, including those geared toward the fashion industry.

Recent Publications and Presentations

- "Are Infringers Hacking Your Brand? Take These Simple Steps to Protect Your Company," *California Apparel News*, March 20, 2014
- Commentary, "Rainmakers Are Born Not Made, For The Most Part," *Law360*, March 3, 2014
- Interview, "Rainmaker Q&A: Buchalter Nemer's Farah Bhatti," *Law360*, October 11, 2013
- "Protecting Your Products in Light of the U.S. Supreme Court's Holding That A Copyright Owner Only Controls the 'First Sale' of a Copy No Matter Where That Sale Occurred," Buchalter Nemer *Client Alert*, April 2013
- Co-Author "Fashion Companies: A Step-By-Step Guide to Protection" Buchalter Nemer *Points & Authorities*, Fall 2012
- Panelist, "Domestic vs. Offshore Manufacturing," Fashion Business Incorporated, October 23, 2012
- "Case Study: "Louboutin V. Yves Saint Laurent," *Law360*, September 11, 2012
- Author, "How IP Law Impacts the Fashion Industry," *The World's Foremost Authorities on IP Law, ExecSense*, 2012
- Author, "Analyzing Your Client's Trademark Protection and Infringement Concerns in the Global and Cyberspace Markets," *Recent Trends in Trademark Protection, Aspatore*, 2012 Edition
- "The Advent of .Anything," *Inside Counsel*, October 4 & 7, 2011 (two-part series)
- "Red-Sole Shoes: Walking A Fine Line," *California Apparel News*, September 30, 2011
- "These Shoes Are Made For Walking-Not Protecting," *Law360*, September 16, 2011
- "XXX Domain Registrations," Buchalter Nemer *Client Alert*, September 2011
- Apparently, These Red-Soled Shoes Are Only Made for Walking, Not for Protecting," Buchalter Nemer *Client Alert*, August 2011
- The Advent of ".Anything": Journey Into the Unknown," *Points and Authorities*, Summer 2011

Select Experience

- Manages large U.S. and international trademark portfolios for consumer electronics clients, machine tool manufacturers, software and hardware companies, chemicals clients, and apparel companies, among other industries. For such clients, has been involved in enforcement actions, TTAB proceedings such as oppositions, cancellations, and ex parte appeals and litigation. Also represents such clients before the USPTO in obtaining trademark registration.
- Provides advice, counseling, and implements strategies and systems for Internet enforcement of trademarks.
- Provides litigation support for cases involving trademarks and copyrights, and matters involving the protection, registration, and enforcement of copyrights. Formulates strategies for proceeding with enforcement and other intellectual property issues.
- Successfully represented clients in Uniform Domain-Name Dispute-Resolution Policy (UDRP) complaints and other adverse proceedings involving trademarks and copyrights.
- Provides counseling, strategy, and litigation support to clients interested in litigating under the ACPA against domain infringers/cybersquatters.

Farah earned her J.D. at St. John's University School of Law, her LLM at the University of Houston Law Center, and her B.A. at the State University of New York-Albany. She is fluent in Hindi, Punjabi and Urdu.

Areas of Practice

Intellectual Property
Intellectual Property Litigation

Industry Specialties

Consumer Products, Apparel and Textiles
Health Care and Life Sciences
Copyright
Licensing

Bar Admissions

California
New York

Bar Admissions

U.S. Court of Appeals for the Ninth Circuit
U.S. District Court for the Central District of California
U.S. District Court for the Southern District of California
U.S. District Court for the Northern District of California



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