

Philip Nulud

Los Angeles, California
Shareholder

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Areas of Practice & Industry Specialties

Intellectual Property Law; Corporate Law; Luxury Brands; Apparel & Consumer Products; Automotive; Internet Law, E-Commerce & Social Media; Technology; Social Media Influencers; Equine Law



Philip Nulud has successfully guided clients in protecting and monetizing their vital trademarks and other intellectual property for close to two decades. His day-to-day representations are in the fashion, apparel, and consumer products space. He represents and works with well-known apparel brands, couture fashion houses, streetwear brands, apparel and footwear manufacturers, licensing agencies, retailers, celebrities, athletes, influencers, beauty and wellness companies, financial services companies, and others in all things IP. They rely on Phil's value-add approach and strategic management of their IP holdings and often seek his counsel in all things legal.

Having handled thousands of domestic and international trademarks, Phil offers extensive experience in establishing, protecting, and enforcing clients' IP. He has also earned a reputation as the go-to-lawyer for all issues revolving around domain names, social media, and the Internet, Phil provides practical, hands-on guidance and a big-picture perspective on:

- Trademarks, domestic and international
- Patents
- Copyrights
- Licensing
- Marketing and advertising
- Social media influencers
- Domain names

Phil's significant representation of makers of luxury goods and global brands includes proactive protection of their trademarks, copyrights, images, and other IP. He invests in his clients and their success, whether keeping them ahead of competitive threats or supporting the launch of a new collection from the front row of a runway show.

Outside General Counsel and Global Reach

Company leaders turn to him as an outside general counsel beyond his IP advice. He offers insights and practical resources for clients' challenges in virtually all areas of the law.

Phil is an appointee to the International Trademark Association (INTA) Famous Marks Committee. While most of his clients have operations in California, the globalization of the luxury goods market means their interests and issues occur worldwide.

He has built a productive and resourceful network, which includes New York, the West Coast, the European Union, and Asia, with an emphasis in China. He readily addresses licensing, counterfeiting, customs, and potential infringement issues wherever they may arise.

Fashion Law Authority

Phil is preparing Southern California's next generation of IP protectors in the Fashion Law course he teaches as an adjunct professor at Loyola Law School Los Angeles, his alma mater. While a student, he clerked for the Supreme Court of the Republic of the Philippines and the L.A. County District Attorney's Office: Consumer Protection Division.

His commitment to the profession and the community also includes longtime support and leadership of the National Asian Pacific American Bar Association (NAPABA), where he has served as a director; the National Filipino American Lawyers Association (NFALA), where he has served as president; the Philippine American Bar Association (PABA), where he has served as president and still sits on the Board of Governors; and California Asian Pacific American Bar Association (CAL-APABA), where he was a founding board member and served as treasurer. He is also a past president of the Loyola Law School Alumni Association Board of Governors.

Phil has received recognition from *Super Lawyers*, *NAPABA*, and as a Leader of Influence: Minority Attorneys from the *Los Angeles Business Journal*.

Representative Matters

- Represented one of the largest footwear brands in the United States in developing, obtaining, protecting and enforcing the trademarks and patents of a \$2B consumer product, domestically and worldwide.
- Assisted a 500+ store clothing retail chain with brand protection, trademark clearance and international expansion.
- Advised the largest manufacturer of swimwear in the United States in brand protection, trademark clearance and enforcement, and licensing transactions, including risk assessment of advertising campaigns and social media posts.
- Represented a global fashion company which is the premier manufacturer of denim in Los Angeles in brand protection, trademark clearance, international expansion, enforcement, defense of infringement and right of publicity claims and risk assessment of advertising campaigns and social media posts.
- Counseled one of the largest fruit farmers in the State of California in brand protection, trademark clearance, enforcement and licensing transactions.
- Provided strategies for a global beauty products company in brand protection, trademark clearance, international expansion and enforcement.
- Represented a global beauty products and device company in brand protection, patent protection, trademark clearance, international expansion, enforcement and risk assessment of advertising campaigns and social media posts.

Publications

- Trademark Practice in Korea is Changing - What US Companies Should Know and Consider, *Buchalter Client Alert*, December 27, 2023
- Protecting Your Intellectual Property in the Metaverse and on NFTs, *Buchalter Client Alert*, March 11, 2022
- A "Stimulus" to "Modernize" Intellectual Property, *Buchalter Client Alert*, December 31, 2020
- How businesses can fight back against online scammers, *SecurityInfoWatch.com*, August 11, 2020
- Buchalter Client Alert COVID-19: Potential Trademark Cautions When Creating New Goods/Services in These Times, April 1, 2020
- The Trump Administration is Investigating the "Theft of IP" by China: What You Need to Know About Trademarks in China, *IP Watchdog*, September 28, 2017
- Like It or Love It: How Not to Get Pinned (Legally) When Using Social Media to Promote Your Brand, *IP*

Watch Dog, August 16, 2017

- Updates Regarding the FTC Guidelines for Promoting Products on Social Media, *Buchalter Client Alert*, May 11, 2017
- New FTC Guidelines for Promoting Products on Social Media, *Buchalter Nemer Technology Industry Newsletter*, October 2015
- New FTC Guidelines for Promoting Products on Social Media, July 28, 2015
- Like It or Love It: How Not to Get Pinned (Legally) When Using Social Media to Promote Your Brand, May 14, 2015
- Brand Owners - Get Ready for gTLDs, *Buchalter Nemer Client Alert*, April 2013
- Protect Your Trademark, *Buchalter Nemer Client Alert*, April 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

Presentations

- Presenters, "2nd Annual IP Year in Review - Exploring Key Copyright, Patent, and Trademark Cases and Developments for 2023," Pincus Professional Education, January 30, 2024
- "Philip Nulud, Adjunct Professor of Fashion Law at Loyola Law School," Loyola Law School , January 8, 2024
- Adjunct Professor, "Fashion Law," Loyola Law School, January 17, 2023
- Panelist, "Outside Firms Who Service the Entertainment Industry," Philippine American Bar Association, April 29, 2021
- Moderator, "Filipino-American Attorneys in the "Biz"," Philippine American Bar Association, February 25, 2021
- Host, "Tips and Tools for Managing Your Trademark Projects," International Trademark Association Roundtable, October 13, 2016
- Lecturer, "Intellectual Property and Trade Secrets," Brian Walton's Trade Secret Law class at Loyola Law School , September 14, 2016
- Speaker, "Patents and Trademarks and the Role They Play in Biomedical Engineering," University of Southern California, April 2, 2014

Education

Mr. Nulud earned his J.D. at Loyola Law School, Los Angeles and his B.S. in Biomedical Engineering, with a minor in Political Science (concentrating in Law and Public Policy) from the University of Southern California. He has also previously clerked for the Supreme Court of the Republic of the Philippines and the Los Angeles County District Attorney's Office: Consumer Protection Division.

Bar Admissions

- California
- U.S. Patent and Trademark Office

Court Admissions

- 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 District of Colorado

Community

- Elected to the Executive Committee of the Bench-Bar Coalition, 2022
- National Asian Pacific American Bar Association (NAPABA), Director, 2020-2021
- National Filipino American Lawyers Association (NFALA), Board of Governors, President (2019-2020)
- Philippine American Bar Association (PABA), Board of Governors since 2011, President (2017-2018)
- California Asian Pacific American Bar Association (CAL-APABA), Founding Board Member, Treasurer
- Asian Pacific American Bar Association of Los Angeles (APABA-LA), Board of Governors
- Loyola Law School Alumni Association, Board of Governors since 2015, President (2020-2021)
- Appointed to the International Trademark Association (INTA) Marks Committee in 2021.

Languages

- Tagalog