

Philip Nulud

Los Angeles, California
Senior Counsel

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Areas of Practice & Industry Specialties

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



As a member of the Firm's Intellectual Property Practice Group, Mr. Nulud focuses his practice on counseling clients in all aspects of intellectual property, including:

- Trademarks – both domestically and internationally
- Patents
- Copyrights
- Strategy
- Enforcement
- Protection
- Licensing
- Marketing
- Policy
- Social media issues
 - Influencers
 - Endorsements
- Domain names

A seasoned intellectual property attorney, Mr. Nulud has assisted clients in developing, protecting, and licensing their valuable ideas by providing critical freedom to use clearance and infringement opinions for patents and trademarks, while also preparing, prosecuting, and enforcing their patents, trademarks and copyrights. He is also very experienced with the enforcement and prosecution of trademarks overseas and in particular in China.

Mr. Nulud also engages in negotiating and drafting license agreements as well as influencer agreements and endorsement deals for many brands, fashion houses, celebrities, retailers, artists, and consumer product companies.

Mr. Nulud has also successfully represented clients in high-stakes intellectual property litigation in both Federal and California state courts, Mr. Nulud has also assisted clients with complex infringement and counterfeiting matters domestically and worldwide. He regularly represents clients in connection with ICANN domain name arbitration proceedings, and has acquired hundreds of domain names for his clients that are critical to their business success.

Apparel & Textiles

Mr. Nulud has extensive experience serving clients in the apparel and textile industry. He has represented global fashion companies in brand protection, trademark clearance, international expansion, enforcement, and licensing transactions, including risk assessment of advertising campaigns and social media posts. Representative clients include:

- Contemporary clothing brands
- Sports brands, from traditional, to contemporary and action sports
- Footwear brands
- Clothing retailers with hundreds of stores nationwide
- Celebrities and Influencers
- Premium denim brands
- Couture fashion and bridal wear brands
- Up-and-coming casual wear brands
- Up-and-coming contemporary brands

Community Involvement

Mr. Nulud is currently a Director of the National Asian Pacific American Bar Association (NAPABA). He serves on the Board of Governors of the National Filipino American Lawyers Association (NFALA), where he served as President from 2019 – 2020. He was appointed to the International Trademark Association (INTA) Famous and Well-Known Marks Committee in 2021. He also serves on the Board of Governors of the Philippine American Bar Association (PABA), where he has served since 2011 and served as President from 2017 – 2018. He is a founding member and former Treasurer for the California Asian Pacific American Bar Association (CAL-APABA) and he has also served on the Board of Governors for the Asian Pacific American Bar Association of Los Angeles (APABA-LA). In addition, he is currently the President of the Loyola Law School Alumni Association where he has served on the Board of Governors since 2015.

The *Los Angeles Business Journal* has recognized Mr. Nulud as one of the 2019 “Most Influential Minority Attorneys” and a nominee for “Service Provider of the Year” at the 2018 Fashion & Beauty Awards. He was also awarded Best Under 40 by NAPABA. He was also selected as a 2020 and 2021 “Rising Star” by *Super Lawyers*.

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

- 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
- Congress Passes Landmark IP Legislation: Defend Trade Secrets Act, *Buchalter Nemer Client Alert*, May 2, 2016
- 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

- 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

Languages

- Tagalog