

Philip Nulud
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Philip L. Nulud is an Associate in the Firm's Intellectual Property Practice Group. Mr. Nulud focuses his practice on counseling clients in all aspects of intellectual property including domestic and international trademark, patent and copyright prosecution, strategy, enforcement, licensing, marketing, policy and social media issues.

Mr. Nulud has assisted clients in developing, protecting and licensing their valuable ideas. He has provided critical freedom to use, clearance and infringement opinions for patents and trademarks, while also assisting them in preparing, prosecuting and enforcing their patents, trademarks and copyrights. He has extensive experience in international enforcement and prosecution and has assisted many companies in obtaining their trademarks overseas.

Mr. Nulud has successfully represented clients in high-stakes intellectual property litigation in Federal courts and California state courts. He has also successfully represented clients in infringement and counterfeiting matters domestically and worldwide. Mr. Nulud regularly represents clients in connection with ICANN domain name arbitration proceedings and has successfully acquired hundreds of domain names for his clients.

Deals & Cases

- Represented the number two footwear brand in the United States in developing, obtaining, protecting and enforcing the trademarks and patents of a \$2B consumer product, domestically and worldwide.
- Represented a clothing retail chain (with over 500 stores) in brand protection, trademark clearance and international expansion.
- Represented the largest manufacturer of swimwear in the United States in brand protection, trademark clearance, enforcement and licensing transactions, including risk assessment of advertising campaigns and social media posts.
- Represented a global fashion company who 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.
- Represented global fashion companies in brand protection, trademark clearance, international expansion, enforcement and licensing transactions, including the risk assessment of advertising campaigns and social media posts.
 - Representative companies include multiple premium denim brands, multiple contemporary clothing brands which are frequently featured in fashion publications and seen on celebrities, an action sports brand, a couture fashion and bridal wear brand, up and coming casual wear brands, up and coming contemporary brands, a contemporary golf brand.
- Represented one of the largest California farmers who owns one of the most recognizable fruit brands, which is found at most grocery stores, retailers and even McDonald's in brand protection, trademark clearance, enforcement and licensing transactions.
- Represented a European corporation in negotiations with trademark owners and rights holders, in trademark acquisitions, likeness, trademark and copyright licensing in order to revive a famous American couture designer line.
- Represented one of the top paintball distributors and retailers in brand protection, responding to infringement complaints and trademark acquisitions.

- Represented 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

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

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. Prior to joining the Firm, he was an Associate at a boutique intellectual property firm. 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. He also conducted research on pharmaceutical products and has extensive research, development, and marketing experience on biomedical communications systems for which he has been published.

Areas of Practice

Intellectual Property
Corporate

Bar Admissions

California
U.S. Patent and Trademark Office

Industry Specialties

Consumer Products, Apparel and Textiles
Technology

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