

COMBATTING COUNTERFEITING AND GRAY MARKET SALES

Date:

Wednesday, October 7, 2020

Time:

12:00 p.m. – 1:00 p.m. CT

About this Webinar:

Nothing is more frustrating to a company than seeing the value of its brand and goodwill diminished by counterfeit, gray market, and other unauthorized sales of its product. How can a company effectively combat counterfeiting and deter gray market sales aggressively and without breaking the bank? What strategies work best to eliminate, or at least reduce, this pervasive form of unfair competition? Federal law provides some very helpful remedies – but how do you know which avenue is the best one to pursue? Two very experienced ALFA International members will discuss what works and does not work in addressing these problems, discuss some important cases and real-world examples, and outline some proactive steps a company can take to best position itself, if and when litigation with a counterfeiter or gray market seller arises.

Presenters:

DINA M. COX is a partner with ALFA International member firm, Lewis Wagner, in Indianapolis, Indiana. Dina is a legal strategist and trial attorney who honors responsive client service as a top priority. She has served as lead counsel in numerous lawsuits and bet-the-company litigation involving multi-million dollar claims ranging from breach of contract, false advertising, unfair competition, unfair commercial practices, consumer fraud, and breach of warranty to claims of serious injury caused by products liability and professional negligence. Dina is an aggressive yet civil trial lawyer who has significant jury trial experience in state and federal courts and substantial appellate experience. Dina defends mass torts, class actions, government enforcement actions, drug and medical device cases, toxic tort and chemical exposure cases, and professional liability lawsuits including legal malpractice. Dina also counsels clients during government investigations and assists professionals facing disciplinary grievances and licensing issues. Dina's mass tort and class action defense work is national in scope and has included lawsuits filed in numerous states from New York to California as well as lawsuits consolidated as part of multi-district litigation. Dina is a regular faculty member for the National Institute of Trial Advocacy in its learn-by-doing trial advocacy courses. She received her J.D. degree, cum laude, from Indiana University School of Law at Indianapolis in 1995. For many years, Dina has been heavily involved in managing Lewis Wagner and she currently chairs the firm's 3-lawyer executive committee along with the chief administrative officer.

DOUGLAS F. HALIJAN is a member of ALFA International member firm, Burch, Porter & Johnson, PLLC, in Memphis, Tennessee, where he has practiced since 1994. Doug's practice focuses on intellectual property matters and complex commercial litigation, with a particular emphasis on trade secret, trademark, copyright, information technology, and franchise-related issues. He has served as lead counsel to both plaintiffs and defendants in trade secret and unfair competition cases involving a wide range of confidential business information, software, manufacturing processes, information technology, and systems design and testing. He also regularly litigates trademark and copyright infringement cases and counsels on clients on licensing and dealer/distributor issues. He has moderated U.S. Department of Commerce programs on U.S. intellectual property law in Ukraine and in the Republic of Georgia. He also serves as an adjunct professor of intellectual property law at the University of Memphis School of Law, where he was named Adjunct Professor of the Year in

2015. He is listed in Best Lawyers® in America in the areas of intellectual property, commercial litigation, and bet-the-company litigation. He is a Phi Beta Kappa graduate of Rhodes College and the University of Pennsylvania Law School, where he served as articles editor of the University of Pennsylvania Law Review.