

Baker McKenzie Enhances Dallas IP Practice with Trademark Expert

By Brooks Igo – (April 5, 2017) – Baker McKenzie recently announced that trademark expert Dyan House has joined the firm’s Dallas office as counsel.

House previously led the trademark, copyright and franchise practice at litigation boutique Carter Scholer. She says her new firm’s worldwide reach was a key factor in moving over.

“Much of my practice focuses on counseling clients with respect to trademark issues outside of the U.S. and in managing their trademark portfolios worldwide,” she said.

House focuses her practice on representing clients before the US Patent and Trademark Office and the Trademark Trial and Appeal Board. She also advises on domestic and international brand protection across a number of industries.

The SMU Dedman School of Law graduate says online infringement continues to be a constant battle for brand owners.

“The problem is exacerbated by social media sites and the addition of new generic top-level domain names on a rolling basis,” she said. “An important aspect of my job is to develop strategies to assist clients in their policing efforts and to help ensure that such efforts are efficient and cost-effective.”

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