



## Raffi V. Zerounian

### Partner and Los Angeles Market Leader

Raffi specializes in intellectual property and commercial litigation, with an emphasis on trademark and copyright litigation.

#### Trademark Litigation and Prosecution

Raffi has a 360-degree trademark practice, handling all facets of counseling, clearance, prosecution, enforcement, and litigation. Raffi has pursued hundreds of trademark-enforcement disputes and has been lead counsel in many federal-court trademark-infringement actions. Raffi has also extensively litigated opposition and cancellation proceedings before the United States Patent and Trademark Office's Trademark Trial and Appeal Board, as well as domain name disputes through the Uniform Domain Name Resolution Policy (UDRP).

As part of his practice, Raffi also manages domestic and international trademark portfolios, and has overseen opposition and cancellation proceedings in countries and jurisdictions outside the United States with his network of trusted local attorneys.

Raffi also has experience in stopping the sale of counterfeit goods. This ranges from investigating and stopping the counterfeiting at its source (often internationally) through litigating counterfeiting disputes in federal court.

Raffi is active in the International Trademark Association. He has been a Senior Editor for The Trademark Reporter since 2012, is currently chair of the Editor Training Subcommittee, and has served on the journal's Editorial Board since 2008.

Raffi is a recommended expert in the World Trademark Review, and is ranked in the gold category for "Individuals: enforcement and litigation" and "Individuals: prosecution and strategy." "Concise and hands-on", Zerounian possesses "superior knowledge of trademark law, including the procedures for both trademark prosecution and litigation." Enforcing and protecting a brand's value is his specialty: "He is dogged about going after infringers and always gets results." "He is the type of fierce advocate that a client wants on its side – yet he is always practical and affable, keeping the client's business and interests at the heart of his efforts." Raffi has been named to SuperLawyers and previously SuperLawyers Rising Stars for Intellectual Property Litigation.

#### Copyright Litigation and Prosecution

#### Los Angeles

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#### Firm Leadership

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Los Angeles Market Leader

#### Practices/Industries

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Intellectual Property  
Litigation & Dispute Resolution  
Cannabis Law  
Food and Beverage

Raffi has significant experience with copyright litigation, including handling matters ranging from cutting-edge copyright infringement litigation involving technology to stopping the sale of knock-off art. He also has significant expertise in using copyright law to stop infringement on the Internet. Raffi has experience with fair use claims, literal and non-literal copying claims, secondary liability, and contributory infringement. Raffi also has experience with copyright prosecution and counseling.

## Commercial Litigation

Raffi has significant experience in a variety of domestic and international commercial litigation disputes, including in state and federal courts as well as in arbitration. His experience includes disputes involving breach of contract, fraud, business torts, partnership disputes, trade secret misappropriation, and adversary proceedings in bankruptcy court.

Raffi began his legal career as a law clerk to The Honorable Ernest M. Robles, U.S. Bankruptcy Judge for the Central District of California. Prior to joining Hanson Bridgett, Raffi practiced at Townsend and Townsend and Crew LLP (now Kilpatrick Townsend & Stockton LLP) and founded a boutique intellectual property law firm in Beverly Hills.

## Publications

Update Author, "Domain Name and Trademark Issues," *Internet Law and Practice in California* (2020)

"Attorney Spotlight On Julio Avalos, Chief Business Officer and General Counsel of GitHub," *CMCP Diversity Matters Newsletter* (Summer 2016)

"Revised California Rules Intended to Streamline Demurrer Process With New Meet-And-Confer Requirements," co-author, *CMCP Diversity Matters Newsletter* (Spring 2016)

"Northern District of California Grants Motion to Dismiss TCPA Case against WhisperText with Prejudice," *Cyberspace Law Committee E-Bulletin* (September 2015)

"The FTC's Revised .com Disclosures Guidelines and Celebrity Endorsements in Space-Constrained Ads Using Social Media," *Cyberspace Law Committee E-Bulletin* (2013)

"Ethical Implications of Attorneys' Use of the Cloud," *Cyberspace Law Committee E-Bulletin* (2012)

"Practice Tips for Dealing with Brand Misuse in Social Media," co-author, *American Bar Association, Section of Litigation, Corporate Counsel* (2011)

"Foreword of the Annual Review of Law and Technology," 18 Berkeley Tech. L.J. 1 (2003), *Berkeley Technology Law Journal* (2003)

"Note, Bonneville International v. Peters," 17 Berkeley Tech. L.J. 47, *Berkeley Technology Law Journal* (2002)

## Presentations

"Survey of Surveys: Tips and Traps for Trademark Survey Evidence," co-panelist, USC IP Institute (September 2020)

"Trademark and Brand Protection," UCLA Trademark Colloquium (January 2020)

"Issues Under the New Ethics Rule for In-House and Outside Counsel/Ethics Issues Related to Transactions," co-panelist, CLE Marathon by Kaiser Permanente and CMCP (January 2019)

"Basic Legal Skills to Advise Clients Doing Business Online," State Bar of California's Sections Conventions (August 2017)

"Ethics of Lawyering in a Digital Age," State Bar of California Webinar (February 2017)

"Cyberspace Law 101: Representing Clients on the Internet," California State Bar Annual Meeting (September 2016)

"Basic Legal Skills Necessary for Advising Clients Doing Business Online," State Bar 88th Annual Meeting (October 2015)

"Hot Topics: Digital Evidence at Trial," State Bar of California Cyberspace Law Committee Webinar (June 2015)

"Cyberspace Law: Recent Developments in Intellectual Property, eCommerce and Privacy," panelist, California State Bar Annual Meeting (September 2014)

"Review of Recent and Pending Trademark Cases and Predicting Their Effect," panelist, Intellectual Property Institute of the Pennsylvania Bar (March 2014)

"Review of Recent and Pending Trademark Cases and Predicting Their Effect," panelist, American Bar Association Annual Meeting (August 2013)

"Cyberspace Law Boot Camp," panelist, California State Bar Annual Meeting (2013)

"Ethical and Practical Implications of Cloud Computing," First District Appellate Project's Annual Seminar (2013)

"Legal Ethics in the Cloud and Practical Tips for Intellectual Property Enforcement in Social Media," California State Bar Hot Topics Series (2012)

"Top 10 Ethical and Practical Implications of Moving to the Cloud," LegalTech Conference (2012)

"Intellectual Property and Social Media: What You Need to Know," panelist, Armenian Bar Association (2011)

## **Press**

"Columbia Spat Tests Question of When Professors Own Their Work," Bloomberg Law (November 2019)

## **Honors & Awards**

World Trademark Review, Gold Category - "Individuals: Enforcement and Litigation" (2021)

World Trademark Review, Gold Category - "Individuals: Prosecution and Strategy" (2021)

World Trademark Review, Silver Category - "Individuals: Enforcement and Litigation" (2017-2020)

World Trademark Review, Bronze Category - "Individuals: Prosecution and Strategy" (2017-2020)

Southern California Super Lawyers, Intellectual Property Litigation (2014-2020)

Southern California Super Lawyers, Rising Star, Intellectual Property Litigation (2013)

### **Professional Affiliations**

Cyberspace Law Committee, Business Law Section of the State Bar of California (2011-2015), Co-Chair (2014-2015), Co-Vice Chair (2013-2014)

The Trademark Reporter® – International Trademark Association, Senior Editor (2012-present)

The Trademark Reporter® – International Trademark Association, Editorial Board (2008-present)

Los Angeles Intellectual Property Law Association, Member

Armenian Bar Association, Member

Association of Business Trial Lawyers, Member

Leadership Council on Legal Diversity, Fellow

### **Judicial Clerkships**

Law Clerk for the Honorable Ernest M. Robles of the U.S. Bankruptcy Court for the Central District of California

Extern to The Honorable Andrew J. Wistrich, Magistrate Judge for the United States District Court for the Central District of California

### **Academic Distinctions**

*Berkeley Technology Law Journal*, Annual Review Editor and Articles Editor

Student Association at Berkeley Law (formerly Boalt Hall Student Association), 3L Class Co-President

McBaine Honors Moot Court Competition, Co-Director; Moot Court, Board Advisor; Law & Technology Writing Seminar, Advisor

### **Education**

J.D., University of California, Berkeley School of Law (2003)

B.A., high honors, University of California, Santa Barbara (1999)

### **Admissions and Courts**

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