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Nature of Practice

Paul Supnik practices trademark, copyright, and entertainment law. He advises businesses in the selection and use of brand identities, protects trademarks through registration strategies, enhances value through licensing, and litigates trademark and copyright disputes. Paul has spoken on these subjects in the U.S. and internationally. This office is appropriate for matters where a large firm is not required, and where problem solving can best be handled by counsel with significant knowledge in specific areas of intellectual property and media. The practice incorporates a seasoned understanding of both domestic and international copyright and trademark matters that covers many industries. Personal service is offered in selected legal areas. A network of lawyer contacts cultivated over years crosses national boundaries to help the corporate client and the business lawyer liaise with international colleagues abroad. A commitment to the legal profession and its institutions is an integral part of the practice.

Clients Represented

Representation includes businesses and individuals in the clothing, consumer products, consumer electronics, food, restaurant, medical products, eyewear, jewelry, sporting goods, furniture, leather goods, entertainment, art, publishing, merchandising, Internet, e-commerce, advertising, computer software, information services, financial services and other industries, primarily related to the specific practice areas identified below.

Trademark Law

- Preliminary injunction and seizure proceedings
- Anti-counterfeit enforcement/defense
- Litigation and trials of trademark infringement and unfair competition matters
- Trademark/service mark selection and development
- Trademark searches and interpretation
- Federal registration
- Foreign registration
- Customs recordation
- Opposition and cancellation proceedings
- Counseling on appropriate trademark usage in advertising and commercials and on packaging
- Trademark portfolio audits
- Assignments and recordation
- Licensing of trademarks and service marks

Copyright Law

- Litigation and trials of copyright infringement and license disputes
- Preliminary injunction and seizure proceedings
- Anti-piracy enforcement/defense
- Parallel imports issues
- Registration of copyright
- Assignments and recordation
- Termination of transfers
- Copyright searches
- Interpretation of domestic and foreign rights
- Opinion letters
- Licensing and contract negotiation

Entertainment/Media Law

- Counseling and representing producers, writers, actors and directors in the motion picture and television industries
- Negotiating and interpreting contracts
- Production and distribution agreements
- Option agreements
- Life story rights agreements
- Rights clearance
- Title searches and interpretation
- Privacy, publicity and defamation issues
- Reviewing material for E&O requirements
- Union and guild matters
- Agent/Manager issues
- Litigation and trials of entertainment cases in federal and state courts
- IFTA Arbitration

Internet Law

- Internet domain name disputes
- Website development agreements
- Linking, sponsorship and content agreements
- Clearance issues

Merchandising and Licensing

- Merchandising licenses
- Protection of rights in merchandising properties
- Litigation of merchandising rights

International Affiliations

Established relations with lawyers in Canada, Europe, Latin America, Africa, and Pacific Rim countries.

Professional Affiliations

- President, Los Angeles Copyright Society (2001-02)
- Chair, Intellectual Property and Entertainment Law Section, Los Angeles County Bar Association (1979-80)
- Chair, International Law Section, Los Angeles County Bar Association (2002-03)
- Executive Committee, International Law Section, State Bar of California (2005-09)
- Chair, Editorial Board, Los Angeles Lawyer Magazine, Los Angeles County Bar Association (1997-98)
- President, Hastings Alumni Association, Greater Los Angeles Area Chapter (1984-85)
- Association Internationale des Jeunes Avocats, National Vice President, United States (1990-92), Honorary Vice President (1993-)
- Union Internationale des Avocats, Vice-Chair, Entertainment Law Commission (1999-2001)
- United States District Courts, Central, Southern and Northern Districts of California; Ninth Circuit Court of Appeals; Court of Appeals for the Federal Circuit
- Beverly Hills Bar Association
- American Bar Association
- Arbitrator, IFTA International Arbitration Tribunal
- British American Business Council, Board of Governors (2001-06)
- Beverly Hills Chamber of Commerce
- International Trademark Association
- International Visitors Council of Los Angeles, Vice President, (2001-06)
- State Bar of California (admitted 1972)
- United States District Court, Central District of California ADR Panel Mediator
- Of Counsel, Rufus-Issacs, Acland & Grantham, LLP

Lectures and Presentations

- Adjunct Associate Professor of Law, Southwestern Law School (2008-2011)
- "Acquisition and Development of Websites -- Did Your Client Really Get What It thought It Paid For?" Beverly Hills Bar Association Business Law Section (2008)
- "Cross Border Due Diligence," panelist on Intellectual Property Issues, State Bar of California sponsored by the International Law Section, Monterey, California (2006).
- "The Legal Business of the Film Industry," California Volunteer Lawyers for the Arts (2006)
- International Copyright Basics, HalfMoon Seminars, Los Angeles, May 2006
- "Fair Use -- A Cherished Defense to Copyright Infringement," Ventura County Bar Intellectual Property Section (2006)
- "Combating Counterfeiting and Piracy," Program Chair, State Bar of California International Law Section (2005).
- "Intellectual Property Rights Abroad -- How to Obtain, Maintain and Defend Them," State Bar of California International Law Section and Intellectual Property Section, moderator and speaker on international trademark and copyright, Monterey, California (2004).
- "Damages in Copyright Infringement Litigation," Association of Independent Music Publishers (2004).
- Intellectual Property for the Solo and Small Practitioner, State Bar of California Solo and Small Firm Section (2002).
- Copyright "Music on the Internet--Recent Developments: The United States Perspective," panelist, Union Internationale des Avocats, Entertainment Law Commission, Buenos Aires (2000).
- "Anatomy of an AFMA Arbitration," panelist, Los Angeles County Bar Association Intellectual Property and Entertainment Law Section and AFMA (2000).
- "Enforcing Trademarks Abroad," Brussels, Belgium, Association Internationale des Jeunes Avocats (1999).
- "Entertainment Industry Arbitration: Domestic and International," The Media District Intellectual Property Bar Association (1997).
- "Multimedia Production Agreements and Rights Clearances," Union Internationale des Avocats, Marrakech, Morocco (1994).
- "Discovery Issues and Trial Proof in Competitive Business Litigation: Handling Intellectual Property Issues", California Continuing Education of the Bar (1994).
- "Enforcement of Copyright and Related Rights Affecting the Music Industry", editor and moderator, Cannes, France, International Association of Entertainment Lawyers (1993).
- "Production and Distribution of Motion Pictures", chair and moderator, London, England, Association Internationale des Jeunes Avocats (1991).
- "Resolving Contractual Disputes in the Entertainment Industry", UCLA Extension, program coordinator and moderator (1983).

Publications

- "Protection of Trademarks Under the Madrid Protocol" Los Angeles Lawyer (April 2004).
- "Check Marks-- A Trademark Audit is a Useful Tool for Determining the Cost-Effectiveness of Maintaining a Client's Trademark Portfolio" Los Angeles Lawyer (May 2000).
- "Mark of Distinction--A New Federal Law Protects Distinctive Trademarks Against Dilution Through Unauthorized Use" Los Angeles Lawyer (May 1997).
- "Copyright Infringement" in Proof in Competitive Business Litigation, California Continuing Education of the Bar (1993).
- "How to Stop Counterfeiting--A Practical Approach to the Industry's Biggest Problem" Licensing Today International (June/July/August 1993); "Exploiting Entertainment Marks Internationally in a Downturned Economy" Licensing Today International (June/July 1992).
- "Arbitration of Entertainment Industry Contingent Compensation Claims" in The Back End: A Look at Gross and Net Participations in the Wake of Buchwald v. Paramount, sponsored by the Los Angeles County Bar Association Intellectual Property and Entertainment Law Section (1990).
- "Designations of Source--Are they Necessary to Support Entertainment Industry Merchandising Rights?", Cardozo Arts & Entertainment Law Journal (1986).
- Merchandising and Licensing, syllabus co-editor, sponsored by the Intellectual Property and Entertainment Law Section, Los Angeles County Bar Association (1985).
- "Diluting the Counterfeiters: New Trademark Rights and Remedies in Dealing with Entertainment and Merchandising Properties," The Entertainment and Sports Lawyer, ABA (Fall, 1985).
- Copyright: Selected Practical Aspects of Enforcement and Protection, Editor, sponsored by the Intellectual Property and Entertainment Law Section, Los Angeles County Bar Association (1984).
- "Appellations of Origin in the United States," (co-author) Association Internationale des Jeunes Avocats, Bordeaux, France (1984).
- "The Bell and Howell: Mamiya Case--Where Now Parallel Imports," The Trademark Reporter (January-February, 1984).
- "Unions and Guilds" (coauthor) in Producing for Motion Pictures and Television, sponsored by the Intellectual Property and Entertainment Law Section, Los Angeles County Bar Association (1983).
- "Works Made for Hire" in The Visual Artist's Business and Legal Guide, Beverly Hills Bar Association Barristers Committee for the Arts, (1981, 1995), reprinted by Jerome Headlands Press, Prentice-Hall.
- The Actors Manual: A Practical Guide to Your Career, Beverly Hills Bar Association Barristers Committee for the Arts, co-editor (1978), reprinted by Elsevier-Dutton (1980).
- "First Amendment and Freedom of the Press", Los Angeles County Bar Journal, Co-Editor, symposium issue (May 1976).

Education

- B.S. UCLA, 1968
- J.D. UC Hastings College of Law, 1971

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Selected for inclusion in Southern California Super Lawyers magazine (2010-2024) in the field of intellectual property

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