

Brendan C. Quinn

Associate

Washington, D.C.

Biography

Brendan Quinn ensures maximum protection of his clients' intellectual property (IP) rights to elevate their brand in the marketplace.

Brendan advises clients throughout the life cycle of their brand – from advertising review, trademark and copyright prosecution, and portfolio management through enforcement and litigation of these rights before federal courts and the U.S. Patent and Trademark Office. He collaborates with his clients to anticipate what's coming next, analyze where he can strengthen their brand, and decide when to take action against potential infringers. From candy to microchips, Brendan guides companies in the consumer, technology, media, and nonprofit sectors through their constantly evolving markets to meet their business objectives.

Drawing on his beverage industry background, Brendan counsels alcohol beverage clients not only on their IP matters, but also on regulatory compliance, stemming from an internship at the Alcohol and Tobacco Tax and Trade Bureau (TTB). Brendan assisted with labeling approval and geographic indications of origin while at the agency and now works closely with trade associations and beverage companies to craft comments and develop strategies in response to public policy issues such as agency rule-making.



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Languages

English

Education and admissions

Education

J.D., Georgetown University Law Center, magna cum laude, Order of the Coif, 2018

A.B., Georgetown University, summa cum laude, Phi Beta Kappa, 2014

Bar admissions and qualifications

Brendan is a steadfast advocate of pro bono work and partners with Lambda Legal to represent a same-sex couple in ongoing constitutional litigation in federal court. He also partnered with the National LGBT Bar Association to draft a resolution for the American Bar Association (ABA) that affirms the ABA's support for LGBT individuals in their exercise of the fundamental right to parent. The ABA unanimously adopted this resolution in January 2019.

While at the Georgetown University Law Center, Brendan served as a law fellow for the legal writing curriculum and was ranked the highest in his trademark and advertising law courses.

Representative experience

Advising a major silicon design company on management of their international trademark portfolio, including worldwide prosecution and enforcement matters.

Assisting Nolet Distillery on IP matters, including U.S. trademark prosecution and enforcement for Ketel One vodka, as well as advertising and packaging review for various spirits.

Assisting Ferrero with the management and enforcement of the U.S. trademark portfolio related to its confectionery business, including the Nutella, Tic Tac, and Kinder Joy marks.

Assisting a spirits producer with drafting responses to public comment requests concerning alcohol beverage bottling, labeling, and counterfeiting issues.

Assisting fashion company M.M. LaFleur on intellectual property matters, including global trademark prosecution and enforcement.

Latest thinking and events

- Hogan Lovells Publications

District of Columbia

Court admissions

U.S. District Court, District of Columbia

- Influencer Snapshot: Getting a handle on social media influencers
- News
 - Hey influencers! The FTC is talking to you - new guidance from the FTC
- News
 - Pirates of the Caribbean Copyright Suit Must Walk the Plank *LimeGreen IP News*
- News
 - Supreme Court Strikes Down Bar to Registration of “Immoral” or “Scandalous” Trademarks *LimeGreen IP News*
- News
 - The A-CBDs of Registering Hemp-Related Trademarks: New Guidance from the USPTO *LimeGreen IP News*
- Hogan Lovells Publications
 - Bankrupt brands can't revoke trademark licenses, says SCOTUS *LimeGreen IP News*