

## Timothy J. Lyden

Partner

Northern Virginia

### Biography

Tim Lyden works with clients to protect their intellectual property rights. From advising on filing strategy for a single application to advising on acquisition of rights in 150 jurisdictions, Tim navigates filing and commercial processes to acquire, protect, develop, and commercialize clients' brands, including on the internet.

Tim develops and implements branding strategies, protecting brands through clearance, acquisition, monetizing, and enforcing rights. He also works with clients to enforce their brands against third parties, achieving commercial resolutions outside the litigation context when it meets clients' objectives. He also appears before the Trademark Trial and Appeal Board in opposition and cancellation matters, in addition to appearing before domain name arbitration panels to enforce trademark and other rights in domain names.

Tim also works with clients to protect their other intellectual property rights through copyright and other mechanisms available to do so, working closely with colleagues in other practices and jurisdictions when warranted. In addition, Tim conducts due diligence on intellectual property assets and advises on IP issues in strategic transactions.

With nearly 20 years experience in trademark law, Tim



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### Practices

Intellectual Property

Trademarks and Brands

Copyright

Domain Names

Designs

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### Industries

Life Sciences and Health Care

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### Areas of focus

IP Licensing, Commercialization,  
and Technology Transfer

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represents clients across diverse industries, including life sciences, education, financial services, media, foodservice, luxury goods, and automotive.

Tim regularly advises clients and others concerning legal developments through his active participation in the International Trademark Association, American Intellectual Property Law Association, and other organizations.

In addition to his pro bono work, Tim volunteers regularly with the Eleanor U. Kennedy Shelter in Alexandria, VA, staffing a legal clinic for homeless residents. Tim is also an active member of the Board of Directors of Legal Services of Northern Virginia, serving as board president from April 2013 through January 2015.

## Representative experience

Co-lead in rebrand of international telecommunications company with clearance and acquisition of rights in over 100 jurisdictions.

Negotiation of various rights agreements and prosecution of brands on behalf of internationally known organization promoting health and wellness.

Management of worldwide trademark portfolio, with coordinated enforcement activities, for international spirits company.

## Awards and rankings

- Executive of the Year, Outstanding Corporate Citizenship Awards, *Northern Virginia Chamber of Commerce*, 2018
- Legal Elite, Legal Services, Pro Bono, *Virginia Business magazine*, 2008, 2010-2012, 2014-2016

## Latest thinking and events

- Press Releases

## Education and admissions

### Education

J.D., University of Richmond School of Law, 1995

B.A., College of William & Mary, cum laude, 1992

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### Memberships

Immediate Past President, Board of Directors, Legal Services of Northern Virginia

Member, American Intellectual Property Law Association,

Member, Intellectual Property Law Section, American Bar Association

Member, Intellectual Property Owners Association

Member, Virginia Bar Association

Member, International Trademark Association,

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### Bar admissions and qualifications

Virginia

District of Columbia

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### Accolades

"Tim is an amazing trademark lawyer and a delightful person who really cares about his clients. He is incredibly thoughtful, so if you want to put together a great global

- Hogan Lovells is advising Mikhail Prokhorov in sale of full ownership of Barclays Center and controlling interest in the Brooklyn Nets to Joe Tsai
- Insights
  - Doing Business in the United States: IP in the Mix
- Hogan Lovells Publications
  - Doing business in the United States
- Press Releases
  - Tim Lyden named Executive Leader of the Year by the Northern Virginia Chamber of Commerce
- Hogan Lovells Events
  - Going Global 2017
- Hogan Lovells Events
  - Going Global 2016

strategy for your brand, he is an outstanding choice. His technical lawyering skills are some of the best in the business"

*World Trademark Review 1000,  
2020*

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