



→ Susan M. Hwang

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Susan Hwang is special counsel in the Intellectual Property and Technology Practice Group in the firm's Los Angeles office.

Areas of Practice

Susan's practice focuses on intellectual property, advertising and internet law. She handles matters involving trademark, patent, copyright, false advertising, dilution, counterfeiting, trade dress, trade name and unfair trade practices issues and disputes in a wide range of industries.

Susan is experienced in the prosecution of intellectual property matters, including applications, oppositions and cancellations. She also handles opinion letters, infringement risk analysis and related litigation, including Trademark Trial and Appeal Board oppositions and cancellations.

Honors

- Rising Star, *Super Lawyers*, 2009 and 2010

Experience

Representative Matters:

- Assisted asset management software company with US trademark portfolio management.
- Assisted various fashion companies with global trademark portfolio management.
- Represented well-known battery manufacturer as plaintiff in various counterfeiting and infringement actions, resulting in favorable settlements.
- Represented well-known winery as plaintiff in trade dress infringement action, resulting in favorable settlement.
- Represented lighting manufacturer as plaintiff in design patent infringement action, resulting in favorable settlement.
- Represented computer keyboard manufacturer as plaintiff in copyright infringement action, resulting in cease and desist of activities and favorable settlement.
- Represented nutrition and dietary supplement company as plaintiff in various domain name UDRP dispute proceedings, resulting in successful transfer of domain names.

- Assisted well-known poker game show company with clearance, filing and prosecution of portfolio of U.S. and international trademark registrations.
- Assisted reality television show producer with clearance, filing and prosecution of portfolio of U.S. trademark registrations.
- Assisted well-known casino with clearance, filing and prosecution of U.S. trademark registrations.
- Assisted celebrity dog trainer with clearance, filing and prosecution of her portfolio of U.S. trademark registrations.
- Assisted well-known toy manufacturer with filing for and prosecuting portfolio of U.S. design patents.
- Assisted packaging manufacturer with drafting and prosecution of utility patent application for packaging assembly, resulting in issuance of patent.
- Assisted celebrity skincare expert with licensing of intellectual property, including name and likeness, in connection manufacture and distribution of skin care products.
- Assisted video game manufacturer in due diligence and negotiations for merger with well-known video game company.
- Assisted internet division of well-known motion picture studio and entertainment company with drafting and negotiating intellectual property licenses and drafting sweepstakes and contests rules and regulations.
- Advised nationwide musical instrument retailer in creation of an advertising compliance program.

Published Cases:

- *Mag Instrument, Inc. v. The Brinkmann Corporation*, 96 USPQ.2d 1701 (TTAB 2010)
- *Herbalife International of America, Inc., a wholly owned subsidiary of Herbalife International, Inc. v Danilo Gallo*, FA 1106491 (NAF Dec. 18, 2007)
- *Herbalife International of America, Inc., a wholly owned subsidiary of Herbalife International, Inc. v Ivan Valencia*, FA 1128354 (NAF Feb. 29, 2008)
- *Herbalife International of America, Inc., a wholly owned subsidiary of Herbalife International, Inc. v Herbal-Team Webmaster*, FA 1173245 (NAF May 20, 2008)
- *Herbalife International of America, Inc., a wholly owned subsidiary of Herbalife International, Inc. v Triplece Ltda. c/o aldo andres castanieda gutierrez*, FA 1174429 (NAF May 27, 2008)
- *Herbalife International of America, Inc., a wholly owned subsidiary of Herbalife International, Inc. v MultipleNames.com*, FA 1219822 (NAF Sept. 26, 2008)
- *Herbalife International of America, Inc., a wholly owned subsidiary of Herbalife International, Inc. v NA, Na c/o Digi Real Estate Foundation*, FA 1264652 (June 30, 2009)
- *Herbalife International of America, Inc., a wholly owned subsidiary of Herbalife International, Inc. v Daryll Bennett dba Aegea Tech*, FA 1293502 (Dec. 23, 2009)
- *Herbalife International of America, Inc., a wholly owned subsidiary of Herbalife International, Inc. v onle c/o onle fre*, FA 1319972 (NAF May 20, 2010)
- *Herbalife International of America, Inc. a wholly owned subsidiary of Herbalife International, Inc. v Ahmad Sidani*, FA 1320691 (NAF June 2, 2010)
- *Herbalife International of America, Inc. a wholly owned subsidiary of Herbalife International, Inc. v herblife llc*, FA 1337426 (NAF Sept. 8, 2010)

- *Herbalife International of America, Inc., a wholly owned subsidiary of Herbalife International, Inc. v Necati Topyildiz*, FA 1337781 (Sept. 17, 2010)
- *Herbalife International of America, Inc. a wholly owned subsidiary of Herbalife International, Inc. v AH Corporation / Ovais Khan*, FA 1337430 (Sept. 20, 2010)
- *Herbalife International of America, Inc. a wholly owned subsidiary of Herbalife International v Alfred Koechlin*, FA 1373329 (Mar. 22, 2011)
- *Herbalife International of America, Inc., a wholly owned subsidiary of Herbalife International, Inc. v Noori net*, FA 1372476 (NAF Mar. 23, 2011)
- *Herbalife International of America, Inc. a wholly owned subsidiary of Herbalife International v USA Musica*, FA 1372548 (NAF Mar. 28, 2011)
- *Herbalife International of America, Inc., a wholly owned subsidiary of Herbalife International, Inc. v Amarin Abogados*, FA 1408503 (NAF Oct. 26, 2011)
- *Herbalife International of America, Inc., a wholly owned subsidiary of Herbalife International, Inc. v (FAST-12785240) Bluehost.com Bluehost Inc*, FA 1408481 (NAF Nov. 1, 2011)

Articles

- First in Line, Registration before Litigation
Copyright World Issue, 02.2008
- Adding Onto eBay
With 4th Circuit decision, new uncertainty about injunctions extends to copyright cases.
04.23.2007

Media Mentions

Sheppard Mullin Announces Launch of New Firm Diversity Programs
Metropolitan News Enterprises, 11.14.2008

Speaking Engagements

- Lecturer, International Copyright Law, University of Southern California Gould School of Law, November 2005

Memberships

- Member, State Bar of California
- Member, American Bar Association (ABA)
- Member, International Trademark Association (INTA)
- Member, Los Angeles Intellectual Property Association (LAIPLA)

Practices

Intellectual Property

False Advertising, Lanham Act and Unfair Competition

IP Licensing, Technology and Commercial Transactions

Trademark Applications and Prosecution

Trademarks and Trade Dress

Entertainment, Technology and Advertising

Industries

Entertainment, Technology and Advertising

Education

J.D., UCLA School of Law, Business Manager, *UCLA Law Review*

B.S., Biology, Yale University

Clerkships

Extern for The Honorable Edward Rafeedie of the U.S. District Court for the Central District of California

Admissions

California

U.S. District Court for the Central District of California

U.S. District Court for the Eastern District of California

U.S. Court of Appeals for the Ninth Circuit

U.S. Court of Appeals for the Federal Circuit

U.S. Patent and Trademark Office