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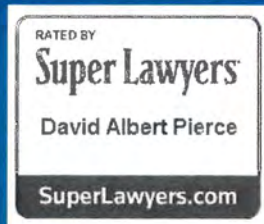
Entertainment Law Circular

April 2017

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Accorded the Highest
Recognition by
Industry & Peers



Welcome to the team Daniel Lifschitz!



New attorney Dan Lifschitz, David Albert Pierce and client actress Christina DeRosa laugh it up at the firm's welcome party for Dan.

Dan Lifschitz is an entertainment litigator who focuses on intellectual property and business disputes, with a



Membership limited to attorneys who've won million dollar verdicts & settlements

David & PLG Receive Fundraising Awards from the Leukemia & Lymphoma Society

David Albert Pierce was recently honored at the Leukemia & Lymphoma Society's "Light The Night" Awards Reception.



David, Jeffrey Hare, and PLG paralegal, Sam Cohen

David has raised over \$14,000 toward the June 30th goal of \$50,000 in order to receive an LLS grant named in memory of his father, **Malcolm "Mac" Pierce**. To contribute, please [click here](#). (*Seriously, folks, please help us, every donation counts!*)

David also attended the LLS Student of the Year gala wherein area high school students competed to raise the most money for LLS, and the area high school students raised a remarkable total sum of

particular emphasis on copyright issues. Dan has been involved in some of the nation's leading music litigation cases, including multiple class action lawsuits against Sirius XM, Pandora, and Spotify, as well as individual lawsuits on behalf of industry figures ranging from Quincy Jones to David Hyman. Dan will now serve as the Litigation Department Head at Pierce Law Group LLP. Prior to joining us, Dan was an associate at the entertainment litigation firm of Gradstein & Marzano where he recently penned appellate briefs in the assorted cases pending around the country involving the 60's rock group The Turtles and their legal argument that the Pre-1972 Copyright Law does not permit present day satellite radio transmission (such as Sirius radio) from broadcasting their songs without negotiating a license for such songs.

Dan is a graduate of Loyola Law School in Los Angeles, California, where he was an editor and published author for *The International and Comparative Law Review*. He graduated with honors in Loyola's Entertainment Law Concentration, receiving a "First Honors Award" for excellence in Copyright Law, as well as The Paul Miller Scholarship from the Los Angeles Copyright Society.

He currently leads the Projects Committee for California Society of Entertainment Lawyers (an advocacy group organized for the purpose of protecting the legal rights of artists) and he has authored multiple amicus curiae briefs for the Ninth Circuit and United States Supreme Court.

His articles on copyright law have appeared in publications including the *Los Angeles* and *San Francisco Daily Journals*, *Los Angeles Lawyer*, *Computer & Internet Lawyer*, and *Techdirt*. Dan is an avid bicyclist and lives in Beverly Hills with his wife Kimberly.

USPTO Cracking Down On Bogus Trademark Solicitation Companies By David Albert Pierce, Esq.

If you've ever applied for a trademark with the United States Patent and Trademark Office (USPTO), you no doubt were thereafter sent an assortment of very official looking notices instructing you to pay thousands of dollars to entities with official-sounding names and logos. These entities are, in fact, not actually affiliated with the government. They merely acquired your contact information from the public notice filings that

\$313,316.00 for Leukemia research!



Students reveal the grand fundraising total.

DAP congratulates this year's big high school fundraising champ Gus Robertson.



Celebrating 45 Years of Laughter!



Longtime client and friend of Pierce Law Group LLP, **The Comedy Store** celebrated its 45th anniversary on April 7th. The Comedy Store was founded in 1972 by **Sammy and Mitzi Shore** and continues to be run by the Shore family. The Comedy Store has been a longtime host of brilliant comedians of all levels of prestige and boasts a star-

are associated with your trademark registration. When a federal trademark application is filed, the mailing and email addresses of the applicant become part of public record. If your attorney files your trademark on your behalf, bogus correspondence would be sent to them, not you. Any competent attorney will readily distinguish USPTO correspondence from the deceptive commercial solicitations sent by these entities attempting to disguise their letter as official government correspondence.

Recently, the USPTO has been pursuing private companies that have been using the public information on record with the USPTO, like trademark applications and registration information, in the USPTO's database to mail and/or email trademark related solicitations. In identifying the problem, the USPTO explained that many of these private companies, which are not affiliated with the USPTO, use the contact information on public record to send applicants and registrants solicitations that often mimic the design and language of official government documents. They may use buzzwords in their names to try to resemble the USPTO while also referencing specific trademarks, application serial numbers, and/or registration numbers to appear more official.

These solicitations often include invoices referencing fees they state are overdue or are legally required to be paid. They invoices may be for work that you or your attorneys have already done in regard to the filing or for work which is entirely unnecessary. For example, the solicitation may state that the fees are necessary to record trademarks with the United States Customs and Border Patrol (CBP) or in private registries.

It is also important to note that regardless of what they letters may state, only a licensed attorney can represent an applicant or registrant in front of the USPTO, while companies that solely offer other trademark related services may not.

The Department of Justice (DOJ) has recently announced that two men from California, Artashes Darbinyan and Orbel Hakobyan, pled guilty to charges of mail fraud and money laundering via a scam that targeted trademark applicants. They admitted that they used companies called Trademark Compliance Center (TCC) and Trademark Compliance Office (TCO) to make fraudulent offers for services like monitoring trademarks for possible infringement and to register an applicant's trademark with the CBP. They used this scam to steal approximately \$1.66 million from

studded list of alumni. Pierce Law Group LLP wishes them a happy anniversary and looks forward to the next 45 years and beyond.

To learn more about The Comedy Store and their upcoming shows, [click here](#).

Attention All Screenwriters!



The **Bluecat Screenplay Competition** is now accepting entries for 2017. Bluecat was founded by our client **Gordon Hoffman**, and is considered to be one of the preeminent screenwriting competitions for discovering new voices. Pierce Law Group LLP is proud to provide legal services for this prestigious contest. For more information about Bluecat and how to apply, click here: [submit your entry](#).

That's a Wrap!

Congrats to clients Director / Producer **Alex Keledjian** (HBO's "Project Greenlight") and Producer **Evan Astrowsky** ("Cabin Fever" franchise) on wrapping principle photography on their supernatural thriller **Hollow Body**, starring **David Arquette**, **Luke Wilson**, **Allie Gonino** (Freeform's "The Lying Game" & SundanceTV's "The Red Road") and **Perrey**

approximately 4,446 USPTO registrants and applicants.

To verify that the letters or emails received are official USPTO correspondence, be sure to read the document carefully and confirm that the company name matches exactly to United States Patent and Trademark Office without any variation. All official USPTO mail is sent from their office in Alexandria, Virginia and all official USPTO emails are generated from the @uspto.gov domain. You can learn more by visiting the USPTO's [Non-USPTO Solicitations page](#). And of course, you are always invited and encouraged to contact Pierce Law Group LLP to verify the legitimacy of any document that you receive purporting to affect your legal rights or requiring some sort of payment to ensure them.

If you receive a solicitation that may be a scam, you can file a consumer complaint with the Federal Trade Commission at [FTC.gov](#) or our Firm can help you with the filing of such a complaint.

Pierce Law Group LLP assists clients with the proper registration of trademark, counseling clients in their determination as to what marks are really necessary, and bringing legal challenges when others infringe on our clients' marks.

Upcoming Seminars & Speaking Engagements

UCLA Extension

Entertainment Studies

It is not too late to sign up for David Albert Pierce's UCLA Extension spring semester class "Organizing, Financing & Running an Entertainment Production Company." This long-running class covers all aspects of how to run a production company. Several notable class alums have gone on to great producing success, including Jason Blum of Blumhouse Pictures who is most generous for going on the record and acknowledging the important role this class played in helping to create his film empire.

The class meets for ten weeks each Monday from 7 pm to 10 pm. While the first class was April 3rd, enrollment continues until April 17th. For UCLA-Extension enrollment information please [click here](#) or call David at 310-274-9191.


Reeves "Entourage"). Pierce Law Group LLP provided both financing legal and production legal services for this film which is in process of securing distribution.

Beverly Hills Bar Association

On **April 13th at noon**, The Beverly Hills Bar Association Entertainment Law Section will host "**Defamation In The Social Media Age**" at Lawry's Restaurant in Beverly Hills from noon to 2 pm. The panel will feature famed Constitutional scholar **Erwin Chemerinsky**, among others. David is the Secretary of the BHBA Entertainment Law section and assisted in the planning of this event. For more information on registration, please click [here](#).

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About Pierce Law Group LLP

Pierce Law Group LLP is a full service, boutique entertainment law firm that provides both transactional and litigation legal services. Our practice areas include entertainment law, intellectual property (copyright, trademarks, right of publicity), film finance, securities law, production counsel, and labor & employment issues affecting the entertainment industry, with an emphasis on film, television, and new media. We represent production companies and other creative businesses as well as artists including producers, actors, writers, directors, comedians, and other entrepreneurs. Our client list includes both Academy Award and Emmy Award winners. We utilize an academic and analytic legal approach to accomplish creative solutions to our clients' goals.

PIERCE
LAW GROUP LLP

SUITE 225 EAST TOWER
9100 WILSHIRE BOULEVARD
BEVERLY HILLS, CALIFORNIA 90212
T 310 274 9191 F 310 274 9151
WWW.PIERCELAWGROUPLLP.COM

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Pierce Law Group LLP, 9100 Wilshire Blvd, 225 East Tower, Beverly Hills, CA 90212

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