



## PRESS RELEASE

FOR IMMEDIATE RELEASE

February 11, 2014

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### **STERNE, KESSLER, GOLDSTEIN & FOX NAMES MONICA RIVA TALLEY AS CHAIR OF TRADEMARK, ADVERTISING, AND ANTI-COUNTERFEITING PRACTICE**

WASHINGTON, DC – [Sterne, Kessler, Goldstein & Fox P.L.L.C.](#) (Sterne Kessler), an intellectual property law firm in Washington, DC, announced today that director [Monica Riva Talley](#) will chair the firm's Trademark, Advertising, and Anti-Counterfeiting practice. This newly organized practice integrates several existing firm services and is designed to meet the evolving intellectual property needs of companies interested in developing and maintaining strong brands around the world.

"Over the past several years, we have witnessed the emergence of several marketplace challenges—including the threat and opportunity brands face from increased globalization – that led to the organization of this multidisciplinary practice. Today's economic climate makes it even more critical that brands act proactively to protect and distinguish their reputations from those of competitors over the lifespan of their business, whether they offer products or services," Ms. Talley explained. "The new practice couples strategic trademark, advertising, domain name, and copyright law counsel with practical enforcement strategies to provide a straightforward path for businesses looking for a proactive and coordinated brand protection initiative. Our goal is to provide quality intellectual property protection that will help brands leverage their investments."

The new practice also provides a centralized approach to address counterfeiting -- now estimated to comprise a full 25% of global internet commerce. Ms. Talley explains that even faced with this very real threat, companies are stumped at how to implement an effective program to counteract counterfeiting, relying on piecemeal (and often inefficient) enforcement methods. The Trademark, Advertising, and Anti-Counterfeiting practice takes a 360 degree approach to brand enhancement and protection, focusing on helping brands create a strong marketplace identity, and crafting practical protection and enforcement strategies that work with clients' budgets to set attainable and measurable goals. Other members of the Trademark, Advertising, and Anti-Counterfeiting practice include Sterne Kessler directors [Tracy-Gene G. Durkin](#) and [Mark Fox Evens](#).

“Monica’s background in marketing combined with 17-plus years of legal experience gives her a unique perspective when creating brand protection and commercialization strategies,” said Michael B. Ray, Sterne Kessler’s Managing Director. “She was the natural choice to lead this newly organized practice.”

To learn more about the Trademark, Advertising, and Anti-Counterfeiting practice, visit the web at <http://www.skgf.com/trademark>.

[Sterne, Kessler, Goldstein & Fox P.L.L.C.](#) - Strategists and Advisors focused on the protection, transfer and enforcement of Intellectual Property Rights. Founded in 1978 and based in Washington, DC, the firm has over 160 attorneys, agents and technical specialists representing a broad range of entities including emerging and established companies, venture capital firms, universities and select individuals.

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