



# Trademarks and Brand Protection in the Life Sciences

Focus on Pharma – Roundtable Discussion

**Monica Riva Talley**

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Technical Minds. Legal Muscle.

# Potential Hot Topics

- Enforcement against counterfeits and knock-offs
- 3D Brand Protection (trademarks, trade dress, design patents, copyright)
- Pharmaceutical trademark clearance – PTO versus FDA
- International searching and filing strategies
- Brexit strategies



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# Contact

# Monica Riva Talley, Director



## Education

J.D., George Mason University  
School of Law *Dean's  
Scholar*  
B.S.B.A., Marketing and  
Management, University of  
Richmond

Monica Talley is a director and heads Sterne Kessler's Trademark & Brand Protection Practice. For more than 20 years she has specialized in strategic trademark counseling and portfolio enhancement, developing anti-counterfeiting solutions and strategies, and resolving trademark disputes. Monica is particularly sought after for her expertise in enforcing brand rights against infringers and counterfeiters seeking to profit from her clients' well-known brands.

Ranked as one of the leading trademark prosecution and strategy attorneys in Washington, DC, Monica is also noted for her global brand protection and commercialization strategies and is lauded by clients as "a trusted and reliable source for IP matters, pragmatically assessing issues to outline realistic options" and that she "is responsive and her team makes handling complex projects look easy. Clients with high-level trademark needs should seek her out" as reported by the editors of *World Trademark Review* in the 2019 edition of *WTR 1000*. Monica has been consecutively ranked in the prestigious *WTR 1000* since 2012. In addition, Monica has been named an "IP Star" by *Managing IP* magazine since 2013 and is recognized as one of the magazine's "Top 250 Women in IP." Monica is also ranked among the "leading IP practitioners in the world" by the *World Intellectual Property Review* (WIPR) in their 2017 and 2018 "WIPR Leaders" publication.

Monica is also well-versed in prosecuting and defending opposition and cancellation proceedings before the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office. She handles a wide range of Internet trademark and domain name disputes; files arbitration complaints under ICANN's Uniform Dispute Resolution Policy; negotiates resolutions to disputes; drafts advantageous settlement and coexistence agreements; and is skilled at negotiating and drafting license agreements. Sterne Kessler is an Official Agent for the Trademark Clearinghouse, and Monica assists brand owners with navigating the changing landscape of ICANN's evolving gTLD system.

Monica serves a broad base of international clients in the consumer products, apparel, food and beverage, manufacturing, telecom, music, biotechnology, information technology, media, and entertainment fields. She also represents numerous associations and non-profits, and works with clients in registering and enforcing certification marks.

While attending law school at George Mason University School of Law, Monica worked as a trademark attorney assistant at the U.S. Patent and Trademark Office. She earned her B.S.B.A. in marketing and management from the University of Richmond.