Perla M. Kuhn

Partner

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An eminent intellectual property attorney with more than 30 years of experience, Perla provides her clients with a practical approach to the protection and enforcement of their intellectual property rights in both domestic and foreign markets.

Perla regularly handles trademark, copyright, licensing, anti-counterfeiting, gray market, false advertisement, unfair competition, and domain name issues, including:

- Representing clients in trademark matters before the U.S. Patent and Trademark Office, the Trademark Trial and Appeal Board, and in federal court litigation
- Assisting U.S. and international companies in devising strong trademark portfolios in both domestic and foreign markets and advising on the applicability of international agreements
- Negotiating intellectual property agreements, including trademark licensing, coexistence, settlement, co-branding, sponsorship and distribution agreements
- Coordinating international investigations, raids and civil actions to combat piracy and counterfeiting in China, Europe and other countries
- Representing trademark owners before U.S. Customs and Border Protection, obtaining exclusion of gray market goods and destruction of counterfeit goods
- Coordinating enforcement actions with Customs Officers in the United Kingdom, Spain, China, Hong Kong, Estonia and Belgium
- Managing substantial domestic and international trademark portfolios for clients in a variety of industries, including fashion, consumer products, and financial services

Representative Matters

- Represented Italian luxury brand in trademark infringement matter in federal court litigation against a handbags accessory company
- Defending distributor of famous Norwegian cheese brand in trademark and trade dress infringement claims
- Represented European owner of well-known trademark in opposition to registration of identical mark for diamonds
- Drafted and negotiated an exclusive U.S. distribution agreement for an Italian wine cooperative
- Negotiated and drafted agreements for a Brazilian watch company to purchase select trademarks from a U.S. company
- Representation of a Japanese nutritional supplements and pharmaceutical products company in the procurement and protection of its marks in the United States

- Representation of a Japanese company in the registration and enforcement of trademarks in the fields of energy and electric systems, industrial automation systems, information and communication systems, electronic devices and home appliances
- Representation of an Argentine company in connection with the import and sale of wine under various brands
- Represented an Argentine confectionery company in the protection of its marks in the United States

Services

- Intellectual Property
- Trademarks
- Patents
- Copyrights
- Fashion Industry
- Food & Beverage
- Franchising & Distribution
- Retail Industry
- China
- International
- International Trade
- Latin America
- Italy

Before Fox Rothschild

Prior to joining Fox, Perla served as co-chair of the Intellectual Property Department and Chair of the Trademark Group in the New York Office of an international law firm.

Beyond Fox Rothschild

Active in the legal community, Perla has held varying positions with numerous organizations, including many with INTA. She was also appointed to the Industry Trade Advisory Committee on Intellectual Property Rights (ITAC-15) by the Secretary of Commerce and the United States Trade Representative.

Bar Admissions

- New York

Court Admissions

- U.S. Court of International Trade
- U.S. Court of Appeals, Federal Circuit
- U.S. District Court, Southern District of New York

Education

- University of Cordoba School of Law, Cordoba Argentina (LL.B.)
- Tulane University Law School (Master of Comparative Law)
- University of Pennsylvania Law School (Master of Laws)
- New York University School of Law (J.D.)

Memberships

- Industry Trade Advisory Committee on Intellectual Property Rights, 2010-2014
- Accredited Mediator, Mediate Art, Volunteer Lawyers for the Arts, New York City
- United States Patent and Trademark Office Subcommittee, 2018-2022
- Committee on Anticounterfeiting of the Inter-American Association of Industrial Property, 2010-2012
- Vice President and Director, Argentine-American Chamber of Commerce, New York City

- International Trademark Association (INTA)
    - Legislation and Regulation U.S. Subcommittee, 2022-
    - Legislation and Regulation Committee, 2022-2024
    - Trademark Office Practices Committee, 2019-2021
    - Anti-Counterfeiting Committee North America Subcommittee, 2012-2013
    - Panel of Neutrals, 2009-present
    - Alternative Dispute Resolution Committee, Neutrals Standard & Measurement Subcommittee, 2008-2010
    - Subcommittee on Parallel Imports, 2006-2008

Languages

- Spanish

Honors & Awards

- Rated AV® Preeminent™ by Martindale-Hubbell
- Named to the "WTR 1000" list in New York by *World Trademark Review* (2017-2023)
- Selected for recognition as a Top-Rated Lawyer in IP Law by *The American Lawyer* (2016)
- Named to “Who’s Who Legal” in the area of Trademark Law (2014)

Publications

April 24, 2020
USPTO Now Masking Email Addresses in Trademark Filings

February 16, 2020
USPTO Revises Email Rule for Trademark Filings

February 13, 2020
Trademark Filings Need Publicly Viewable Email Addresses