

# About Our Firm

**Many of the world's most celebrated brands and content providers rely on Fross Zelnick to protect their valuable trademark and copyright assets all over the world.**

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The firm was founded in 1969 by Peter Weiss, Heinz Dawid, Alvin Fross and Ron Lehrman, who had been colleagues for more than a decade at what was then the leading international trademark firm. Originally called Weiss, Dawid, Fross & Lehrman, the firm quickly acquired a clientele of prominent U.S. and foreign trademark owners and established itself as a leading firm in the field, with unmatched experience and sophistication in international practice and a rapidly growing U.S. practice. The addition of Allan Zelnick, Carol Simkin and Roger Zissu extended the firm's reach into litigation.

Today, consistently recognized as one of the premier IP firms, Fross Zelnick's lawyers practice exclusively in the areas of trademark, copyright, design patent, and related areas involving strategy, registration, enforcement, litigation, and transactions in the US and globally. While the firm has deep and varied experience in all trademark jurisdictions around the world, among the most frequently sought-after regions are China, Latin America, Eastern Europe, and the Middle East. Learn more about what we do [here](#).

Celebrating our 50th year in 2019, the high professional standards and fierce commitment to achieving results for clients that built the firm and its reputation continue to guide and drive us.