

# Janet L. Hoffman

Senior Counsel  
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## Overview

**“It’s been 25 years since I began visiting the independent states formerly comprising the Soviet Union to raise awareness of international trademark protection and today there is a much broader understanding of the value of IP. But with piracy in the region and widespread infringement of internationally well-known marks, there remains much room for improvement in both protection and enforcement.”**

Janet Hoffman advises clients on international protection and enforcement strategies relating to trademark, copyright, and unfair competition. She conducts global clearance searches and her transactional practice includes portfolio audits, due diligence, and licensing matters.

Fluent in Russian, Janet has deep experience in trademark law and practice in the Independent States of the Former USSR and Eastern Europe. Her clients reflect a broad range of industries, including hospitality and leisure, luxury goods,

automotive, pharmaceutical, publishing, cosmetics, and personal care.

Janet remains active in developing relationships with trademark professionals in Eastern Europe and former Soviet states – especially with the younger generation there – because she believes this is crucial to provide continuing IP support of the firm’s clients in the region.

## Representative Experience

Secured registration of BUD on behalf of Anheuser-Busch in the Russian Federation, Moldova, among other jurisdictions, in the face of trademark office objections and/or prior third-party efforts to secure coverage based on trademark and/or other alleged rights.

## Education

New York University (PhD, 1977)

Slavic linguistics

Harvard University (JD, *cum laude*, 1982)

*Boston College Law Review*, member, 1980-1981,  
editor-in-chief, 1981-1982

New York University (MA, 1977)

Russian linguistics

Wellesley College (BA, 1967)

History and Russian Studies

## Admissions

### Bar Admissions

District of Columbia

Massachusetts

New York

Pennsylvania

### Court Admissions

U.S. Supreme Court

U.S. Court of Appeals, 2nd Circuit

U.S. District Court, Eastern, New York

U.S. District Court, Southern, New York

## Focus

- Hospitality & Hotels
- Publishing
- Personal Care & Cosmetics
- Pharmaceuticals

## Services

- Trademark

## Associations

International Trademark Association (INTA)  
(Member, Leadership Development Committee;  
Member, Trademark Reporter Committee, 2016-19;  
Member, Dilution and Well-Known Marks  
Committee, 2005-2013; Vice Chair, Trade Dress  
Committee 2003-2005; Member and then Co-chair  
INTA Bulletin Committee, 2000-2004; Member,  
INTA Board of Directors, 1998-2000)

The Association of the Bar of the City of New York  
(Member of Committee on Independent States of  
the Former U.S.S.R.)

Coalition for Intellectual Property Rights (Co-  
counsel, 1991-2014, of public-private partnership  
for advancing the protection and enforcement of  
industrial property rights in the states formerly  
comprising the Soviet Union)

## Recognition

*Who's Who Legal: Trademarks Global Leader*  
2016-20 "a long-standing figure in the market,  
respected for her extensive experience in  
international trademarks protection and  
enforcement strategies."

*Super Lawyers®* 2006-16

Women in Business Law 2017

INTA President's Award, 2015 (for lifetime  
achievement and service to INTA)

*Who's Who Legal 100*, 2011-2014

*Euromoney Guide to the World's Leading Women  
in Business Law* 2012, 2013, 2016 (nominated by  
in-house counsel and professional peers)

*Super Lawyers®* New York Women's Edition, 2017

*Super Lawyers®* “The Annual List — The Top Attorneys in the New York Metro Area” 2012, 2013

*Super Lawyers®* Corporate Counsel Edition (Business Services, Intellectual Property) 2010

*Super Lawyers®* New York Metro Edition (Intellectual Property) 2010

*Guide to the World’s Leading Trade Mark Law Practitioners*, published by Legal Media Group/Euromoney in association with Managing Intellectual Property (USA section) 2009

*Who’s Who Legal: Trademarks* (recognized in the edition of *Guide to the World’s Leading Trade Mark Law Practitioners*, published by Euromoney Legal Media Group) 2008

*New York Super Lawyers* — Metro Edition 2007

*Legal 500 US Guide* (recognized in the international area) 2006—2007

*New York Super Lawyers* (Manhattan Edition) in Intellectual Property 2006

## Languages

Spanish

French

Russian

Croatian

## Speaking Engagements

Numerous presentations at professional conferences and seminars on international trademark issues, 1991-present

Lecturer on the trademark law in The Independent States of the Former Soviet Union and Eastern Europe as part of the International Trademark

Association’s (INTA) Academic Course on International Trademark Law, May, 2010, 2011, 2012, 2013

## Public Appearances

Numerous presentations at professional conferences and seminars on international trademark issues, 1991-present

Lecturer on the trademark law in The Independent States of the Former Soviet Union and Eastern Europe as part of the International Trademark Association’s (INTA) Academic Course on International Trademark Law, May, 2010, 2011, 2012, 2013