

# Robin N. Baydurcan

Associate

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## Overview

**“My in-house experience reinforced the importance of accessibility, responsiveness and practicality.”**

Robin Baydurcan advises clients on all aspects of international trademark searching and clearance, filing, prosecution, and enforcement. Robin works with established brands and startups to identify and fill gaps in coverage, and to formulate effective enforcement strategies. She is especially well-versed in Chinese and Turkish examination practices and court proceedings. With more than 10 years of experience in international trademark matters, Robin most enjoys explaining the international rules and procedures to domestic clients as they seek straightforward solutions to complex problems.

Clients seek out Robin for multicountry conflict analysis and guidance on trademark piracy. For example, when a cosmetics startup found that its trademark had been registered by a number of unauthorized squatters in China, Robin helped

create a comprehensive strategy to remove the prior obstacles from the register and clear the way for the client’s own use and mark registration in China.

Robin’s transactional work includes IP due diligence, often for large corporate firms. She also advises clients – ranging from startups to multinational corporations – on issues involving trademark choice, clearance, obstacles to registration, overseas opposition and cancellation actions, and strategic enforcement. Robin also negotiates and drafts IP licenses, assignments, consents, and coexistence agreements.

Prior to joining the firm, Robin was an associate in the intellectual property department of an international law firm and served as in-house counsel for the world’s largest real estate company.

## Representative Experience

- Worked with foreign counsel to prepare and file actions on behalf of a major U.S. fashion company against a trademark pirate in Mexico, the EU, and many other jurisdictions

- Led due diligence efforts in closing a multimillion-dollar trademark portfolio acquisition
- Concluded a trademark settlement agreement in years-long Canadian dispute on behalf of major U.S. restaurant company
- Concluded a trademark settlement agreement in decades-long Venezuelan dispute on behalf of major U.S. fashion company
- Searched and provided opinions on dozens of candidate drug names on behalf of a pharmaceutical company
- Advised cosmetics company on trademark piracy and enforcement strategies in China
- Counseled two consulting companies on seeking trademark protection for previously used (but unregistered) branding elements
- Performed global gap-filing analysis for a fitness company startup

## Education

Benjamin N. Cardozo School of Law (JD, *cum laude*, 2010)

Cardozo Arts & Entertainment Law Journal (Acquisitions Editor);

Note: "Use It or Lose It! Burdens of Proof in Non-Use Cancellation Actions: A Call for Balance in the Trademark Laws of Thailand, Indonesia, and India," *Cardozo Arts & Entertainment Law Journal*, Fall 2009, Vol. 27, No. 2

New York University (BA, *summa cum laude*, 2005)

## Admissions

### Bar Admissions

New Jersey

New York

### Court Admissions

U.S. District Court, Eastern, New York

U.S. District Court, Southern, New York

U.S. District Court, District of New Jersey

## Focus

- Fashion
- Hospitality & Hotels
- Consumer Products
- Startup & Emerging Growth
- Personal Care & Cosmetics
- Professional Services
- Pharmaceuticals

## Services

- Trademark
- Copyright
- Transactions

## Associations

### Professional

New York County Lawyers Association (Co-chair, In-house/Outside Counsel Committee, 2015-2018)

### Community

Parent Teacher Organization, Monarch Montessori School (Class Parent Liaison, 2018-2019)

RYT 200 (registered yoga teacher)

## Recognition

New York Intellectual Property Law Association



(Second Place, 2010 Honorable William C. Conner  
Intellectual Property Law Writing Competition)