Amy (Salomon) McFarland

PARTNER AND MEDIA & ENTERTAINMENT GROUP CO-LEADER

Amy works with clients on a wide range of intellectual property matters, including trademark, copyright, right of publicity, and domain name disputes.



Industries

Fashion & Retail Law
Media & Entertainment
Sports

Practices

Trademark

International

Australia

Education

Georgetown University Law Center, JD, cum laude, 2009

University of Pennsylvania, BA, magna cum laude, 2005

Offices

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Amy represents clients across a broad range of industries, with particular focus on the media and entertainment, sports, fashion, consumer products, and alcoholic beverage industries.

She was seconded in-house at Warner Bros. Discovery during the SVP of IP & Litigation's two parental leaves and worked as a legal intern in Comcast Cable's Government Affairs office. She brings that in-house experience to her day-to-day practice, finding practical, business-oriented solutions to her client's IP needs.

Amy manages the global trademark portfolios for several large clients, and regularly assists clients of all sizes with selecting, clearing, registering, and enforcing trademarks, both domestically and abroad. She counsels clients on myriad IP matters from copyright to right of publicity, and regularly handles domain name and social media disputes.

In addition to her traditional IP practice, Amy works closely with the firm's Corporate Group, routinely handling all IP aspects of corporate transactions, including asset purchase agreements, stock purchase agreements, SPAC and De-SPAC transactions, naming rights agreements, and joint venture agreements, as well as drafting and negotiating settlement agreements, co-existence agreements, licenses, and right of publicity releases.

Previous Work

Amy served as a law clerk for the US Department of Justice, US Attorney's Office in Washington, DC. Amy also worked as a legal intern in the Government Affairs Office for Comcast Cable, working on a wide variety of telecommunications and intellectual property issues.

Publications, Presentations & Recognitions

Amy is a seasoned author on a range of topics covering complex and timely developments in intellectual property law. Her portfolio includes the following articles:

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"TTAB Holds that Financial Company's Annual Report is not 'Good in Trade'," *World Trademark Review*; March 18, 2013

- "Impact of Consent and License Agreements on Section 2(d) Refusals Highlighted," *World Trademark Review*; February 1, 2011
- "US Senate Bill Would Extend Unprecedented Copyright Protection to Fashion Designs," Arent Fox article, *LexisNexis*; October 10, 2010

While in law school, Amy was an editor for the *Georgetown Law Journal* and its related publication, the *Annual Review of Criminal Procedure*.

Life Beyond the Law

Amy was a four-year varsity soccer player at the University of Pennsylvania. She still plays soccer at least three days a week. If she is not playing soccer, she enjoys watching all DC sports teams, particularly the Washington Capitals.

Downloads

TTAB: Financial Company's Annual Report is not "Good in Trade"

Bar Admissions

District of Columbia