



Amy (Salomon) McFarland

PARTNER

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



Industries

[Beverage & Food](#)
[Fashion & Retail Law](#)
[Hospitality](#)
[Media & Entertainment](#)
[Sports](#)

Practices

[Advertising & Promotions](#)
[Copyright](#)
[Trademark](#)

Education

Georgetown University Law Center, JD, cum laude,
2009
University of Pennsylvania, BA, magna cum laude,
2005

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Amy has particular experience in the media and entertainment, fashion, sports, and alcoholic beverage industries.

She has also worked in-house, including two stints at a major, international media company during the Senior Vice President of – Intellectual Property’s parental leave s. She also worked as a legal intern in Comcast Cable’s Government Affairs office during law school.

Amy routinely handles the IP aspects of corporate transactions, and has been the lead IP attorney on several asset purchase agreements, stock purchase agreements, naming rights agreements, joint venture agreements, and complex licenses. She also manages the due diligence process and post-closing recordations for such matters and handles day-to-day IP agreements, including settlement agreements, co-existence agreements, right of publicity releases, and licenses.

Amy is responsible for the trademark portfolios for several large clients and regularly assists companies with selecting, clearing, registering, and enforcing trademarks both domestically and abroad. Amy also handles TTAB disputes and assists the litigation department with IP-related lawsuits.

Her domain name work includes managing robust Internet watch programs for multiple clients, policing the Internet for infringing domain names and websites, and negotiating settlements with infringers. She also developed and implemented comprehensive registration and enforcement programs for several firm clients related to the new gTLD roll-out, taking a strategic and business-oriented approach to this uncharted territory. She has filed numerous successful Uniform Domain Name Dispute Resolution Policy complaints on behalf of clients and has worked with registrars and hosts to shut down infringing sites.

Amy has extensive experience resolving intellectual property matters on social media sites such as Twitter, Facebook, Instagram, Tumblr, and YouTube, and has worked on numerous copyright infringement matters.

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:

- "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](#)