



Eric J. von Vorys

12505 Park Potomac Avenue
6th Floor
Potomac, MD 20854

T (301) 230-5242
F (301) 230-2891
evonvorys@shulmanrogers.com

Eric J. von Vorys is a Partner in Shulman Rogers' Intellectual Property practice group, specializing in trademark and unfair competition law, copyrights, domain names and related litigation.

Mr. von Vorys has represented trademark owners for more than 10 years. Besides prosecuting thousands of federal trademark applications, Mr. von Vorys advises clients in all aspects of brand protection. His client counseling experience includes a full range of intellectual property-related issues, including transaction-related evaluation of intellectual property portfolios, clearance of marks, domain name dispute resolution, evaluation of website content and negotiating and crafting of intellectual property agreements and licenses. Mr. von Vorys has had extensive experience advising clients on the creation of domestic and foreign trademark registration programs under the Madrid Protocol applications and the development of strategies to lessen the chances that a competitor will be able to challenge those registrations.

Mr. von Vorys brings a creative approach to trademark disputes and has negotiated countless settlement agreements. When necessary, he litigates trademark infringement and unfair competition cases in U.S. District Court, as well as registration proceedings before the U.S. Trademark Trial and Appeal Board and Domain Name Arbitration Panels. Among his noteworthy cases are Phillips International, Inc. v. Tella, Case No. 095461 (NAF Sept. 21, 2000) (Perluss, Arb.) and Strum v. Nordic Net Exchange AB, Case No. 102843 (NAF Feb. 14, 2002) (Hill, Arb.), in which he was

PRACTICES AREAS

Business and Financial Services

Entertainment Law

Franchising

Intellectual Property

International Practice

EDUCATION

George Mason University
School of Law, Arlington,
Virginia, 1999, J.D.

University of
Pennsylvania, 1981, B.A.

BAR & COURT ADMISSIONS

District of Columbia
Maryland

Eric J. von Vorys (Continued)

successful in securing the transfer of domain names from cybersquatters to legitimate trademark owners.

Mr. von Vorys has represented clients ranging from start-ups to established companies in the areas of computer software and services, e-commerce and the Internet. His practice includes preparation and review of: (i) software license agreements and end user licensing agreements, (ii) software development agreements, (iii) source code escrow agreements, and (iv) Internet-related agreements including website development and hosting agreements, website terms and conditions of use, privacy policies, web-linking and revenue sharing agreements. He also provides legal services and solutions to the firm's non-technology business clients, who face a broad range of technology issues in today's business environment.

Additionally, Mr. von Vorys represents direct marketers, advertisers, media and Internet companies in all aspects of their advertising and promotional marketing business. He assists clients in their marketing endeavors, including clearance of advertising and marketing materials, sweepstakes, games of skill, and other contests, direct marketing campaigns, Internet marketing, and privacy issues.

Prior to joining Shulman Rogers, Mr. von Vorys was counsel for USLaw.com, an on-line legal resource provider and interned for Judge Charles R. Weiner at the U.S. District Court, Eastern District of Pennsylvania. Mr. von Vorys graduated from the University of Pennsylvania and George Mason University School of Law. He is a member of the Maryland State Bar, the District of Columbia Bar, the Bar Association of Montgomery County and the American Bar Association. He regularly speaks at seminars on Intellectual Property issues.

PROFESSIONAL & COMMUNITY AFFILIATIONS

American Bar Association, Member

Bar Association of Montgomery County, Member, Intellectual Property and Technology Law Section

Bethesda-Chevy Chase Chamber of Commerce, Member, Technology Resources Committee