

Ashford Tucker

Partner

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Overview

“Our firm has deep collective knowledge of brands and soft IP, and we excel at working together. Often we can answer complex questions effectively without significant time spent on research or discussions with foreign counsel. If you have a complex issue involving your brand, it’s worth asking us if we’ve seen it before.”

Ashford Tucker works with brand owners, businesses, and entertainers to achieve strategic goals relating to their intellectual property. Ashford advises clients on global trademark portfolios and licensing issues, including trademark clearance, registration, policing, enforcement, and opposition matters. He also counsels clients on copyright registration and enforcement, and drafts copyright and trademark agreements such as licenses, assignments, and coexistence agreements.

Ashford has significant experience advising clients involved in multijurisdictional disputes, and he performs due diligence on intellectual property-

related aspects of corporate transactions. He works with clients in diverse industries, including tech, software, freight transportation, hospitality, music, entertainment, media, broadcasting, retail, consumer goods, luxury goods, personal care products, pharmaceuticals, and advertising.

Representative Experience

Advises the following, among others, on trademark matters and/or other brand-related IP strategy matters:

- a large-scale new technology solution in the shipping industry
- a cable television network with a related content creation studio
- one of the largest banks in the world
- a major owner of hospitality properties
- a billion-dollar “unicorn” software brand
- a famous and successful children’s entertainment studio

- a major performing rights organization
- a number of well-known entertainers

Education

Vanderbilt University Law School (JD, 2009)

Dean's List

College of Charleston (BA, 2001)

English

Admissions

Bar Admissions

New York

Focus

- Consumer Products
- Hospitality & Hotels
- Entertainment Properties
- Celebrities, Bands & Athletes

Services

- International
- Trademark
- Copyright
- Publicity & Privacy Rights
- Social Media & Domain Names

Associations

International Trademark Association (INTA)
(Member, Harmonization of Trademark Law and Practice Committee ("HTLPC"), 2018-2021; Chair, HTLPC Subcommittee on New Developments in International Cooperation, 2020-2021)

New York State Bar Association (Co-chair, Intellectual Property Law Section Trademark Committee; Co-chair, 2015 Annual Meeting of Intellectual Property Law Section)

Copyright Society of the U.S.A. (Member, New York Chapter)

International Copyright Committee, Fross Zelnick Lehrman & Zissu, P.C.

Recognition

World Trademark Review's WTR 1000 2023-25
"Ashford [is] intelligent, approachable, pleasant to work with, a good listener and a creative problem solver. His communication style is second-to-none."

Super Lawyers® Intellectual Property, New York Metro 2022-25

Managing Intellectual Property IP STARS 2020-25
The Best Lawyers in America®, Trademark Law 2024-25

Super Lawyers® Rising Stars, New York Metro 2018-20

Managing Intellectual Property IP STARS Rising Star 2019