

Lawrence

Eli Apolzon

Retired Partner



Overview

“With deep and practical experience across many industries, I listen and ask questions to clarify the objectives of my clients and then help them achieve these objectives in the most efficient way possible.”

Larry works with iconic luxury and fashion brands in addition to entertainment industry leaders as they make critical business decisions. His practice includes counseling clients on the adoption, protection, use, and maintenance of trademarks as well as product and package designs.

Also a patent attorney, Larry is a leading design patent lawyer before the U.S. Patent and Trademark Office protecting product designs essential to clients’ success in competitive markets. In addition, Larry advises clients on due diligence, intellectual property audits, and enforcement strategies, including U.S. Customs surveillance.

Larry’s clients own intellectual property in a broad spectrum of fields, including luxury, media and

entertainment, music, hospitality, consumer products, and wine and spirits.

Education

Case Western Reserve University School of Law (JD, 1982)

Order of the Barristers

Tufts University (BS ChE, *cum laude*, 1978)

Admissions

Bar Admissions

Illinois

New York

Focus

- Jewelry & Watches
- Celebrities, Bands & Athletes
- Entertainment Properties
- Consumer Products
- Fashion

- Food & Beverage
- Hospitality & Hotels
- Personal Care & Cosmetics

Services

- Trademark
- Transactions
- Copyright
- Design
- Publicity & Privacy Rights

Associations

American Bar Association

American Intellectual Property Law Association

New York City Bar Association

New York State Bar Association

Recognition

World Trademark Review's WTR 1000 2012-14, 2016-25, "Apolzon harnesses a potent blend of trademark and design patent expertise in commercially meaningful and compelling ways."

World Trademark Review Global Leaders 2020-23

Managing IP's IP STARS 2018-23

Who's Who Legal Global Leaders, IP – Trademarks 2020-23; Thought Leaders – USA, IP – Trademarks 2024-25, "The 'excellent' Lawrence Eli Apolzon is deemed a 'brilliant strategist' thanks to his in-depth knowledge and expertise in trademark-related issues."

Super Lawyers® Intellectual Property, New York Metro 2021-23

The Best Lawyers in America® Trademark Law 2023-24

Managing Intellectual Property Patent Star 2017

The International Who's Who of Trademark Lawyers

Speaking Engagements

- The Business of Creativity, "What Can Go Wrong?", Otis College of Art and Design, Guest Speaker, Fall 2021 and Winter 2023
- Penn Intellectual Property Group Symposium, University of Pennsylvania Law School
- *Intellectual Property Protection in the Fashion Industry*, Woodbury University School of Business, 2020 and 2018
- Various education programs, California Lawyers for the Arts
- Forum on the Entertainment and Sports Industries, American Bar Association
- China-International IP Forum, *Managing Intellectual Property*
- National Retail Federation and other organizations

Publications

- Coming to America: A Guide to Extending Registrations via the Madrid Protocol
This article first appeared in *World Trademark Review* magazine, Issue 54, published by The IP Media Group. To view the issue in full, please go to www.worldtrademarkreview.com.



- All You Need to Know About the Music Business
by Donald S. Passman; contributor with Stephen Bigger. For additional information, please go to Amazon.
- [From Edison to iPod: Protect Your Ideas and Make Money](#)
Co-author: Frederick W. Mostert; DK Publishing, 2007.