

Richard Z. Lehv

Senior Litigation Counsel
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Overview

“In the trademark and copyright area, we are the ‘big firm.’ Few firms of any size can compete with the decades of knowledge and experience that our firm brings to each IP matter. We have litigated trademark, copyright, and related cases for so many kinds of clients for so many years that we can handle even the biggest cases quickly and more cost-effectively than just about anyone.”

Few trademark and copyright litigators are as successful and well-known as Richard Lehv. For more than 40 years, he has handled cases involving trademark, copyright, trade dress infringement, and comparative and false advertising, including some of the most-cited cases in these fields. And because adversaries know of Richard’s experience and reputation, he often is able to resolve contentious matters quickly and favorably, without extensive litigation.

Richard has deep experience using consumer surveys to establish evidence relating to advertising

messages, likelihood of confusion, and secondary meaning – and has successfully challenged the validity of surveys used by other parties in litigation. He also has considerable experience negotiating and drafting high-tech license agreements.

In federal and state trial and appellate courts across the country, and in the USPTO’s Trademark Trial and Appeal Board, Richard represents clients across a wide range of industries including entertainment, luxury goods, consumer goods, financial services, pharmaceuticals, jewelry, cosmetics, apparel, and toys. He also serves as a mediator in trademark infringement cases.

Richard is a Lecturer in Law at Columbia Law School, where he teaches a seminar on trademark and copyright litigation, and he speaks widely on these subjects before professional organizations. IKEA, Lacoste, Tiffany and Company, the Gallup Organization, and Jack Wolfskin are among his many clients.

Representative Experience

Beyond the reported decisions listed above, Richard has worked on the following matters:

- After five years of litigation, won summary judgment in August 2018 on behalf of the creators of one of the most popular shows on TV. The lawsuit was filed by an individual who claimed our clients stole his idea and used the idea to create and produce their hit show without credit or compensation to plaintiff. In 2015, the Court granted our motion to quash service on our European clients on the ground that the Court lacked personal jurisdiction; the California Court of Appeals affirmed. One of our client's U.S. entities remained a defendant on a claim for inducing a breach of contract. After the plaintiff conducted discovery in Europe, the Court in August 2018 granted our motion for summary judgment, holding that plaintiff could not establish any of the elements of a claim for inducement of a breach of contract.

Education

Columbia Law School (JD, 1972)

Harlan Fiske Stone Scholar

Union College (BA, *magna cum laude*, 1969)

Honors in History, *Phi Beta Kappa*

Admissions

Bar Admissions

New York

Court Admissions

U.S. Court of Appeals, 2nd Circuit

U.S. District Court, Eastern, New York

U.S. District Court, Southern, New York

U.S. Supreme Court

Focus

- Entertainment Properties
- Consumer Products
- Food & Beverage
- Jewelry & Watches
- Toys

Services

- Trademark
- Litigation
- Copyright

Associations

International Trademark Association (INTA)

(Member, Panel of Mediators, 2012-present)

Copyright Society of the U.S.A. (Trustee and

Member of Executive Committee, 1999-2002)

Association of the Bar of the City of New York

(Member, Committee on Copyright and Literary

Property, 1983-1986; Committee on Legal

Assistance, 1977-1981)

Brooklyn Law School, Adjunct Associate Professor,

1994-2004

Recognition

World Trademark Review's WTR 1000 2014-19,

2025 "Luminaries" 2020-25 "Senior litigation

counsel Richard Lehv is another seasoned

practitioner whose words of wisdom benefit every

patron who seeks him out."

Chambers USA Ranked Lawyer, 2009-2023
World Trademark Review IP – Trademarks, “Global Leader” 2020-22

The Best Lawyers in America®, Copyright Law, Litigation-Intellectual Property, and Trademark Law 2007-25

Super Lawyers® Intellectual Property Litigation, Intellectual Property, and Alternative Dispute Resolution, New York Metro 2006-2023
World IP Review “WIPR Leader” 2020-2023

World IP Review, USA Trademarks 2024

World IP Review Inaugural USA: National Trademarks Rankings, Ranked Lawyer – Trademark Contentious 2023

Who’s Who Legal IP – Trademarks Global Leader 2022-23

Managing Intellectual Property, named one of “The World’s Leading Trademark Law Practitioners” in a survey of 4,000 practitioners, June 2008

New York Magazine, named one of the “Best Lawyers in New York” June 2008

Guide to the World’s Leading Trademark Law Practitioners, published by Euromoney Legal Media Group, Inc. 2008

Decisions

- Luv n’ Care, Ltd. v. MAM Babyartikel GmbH
- Genzyme Corporation v. Hilali Noordeen
- Lacoste Alligator S.A. v. Southern Smocked Company, LLC
- Jack Wolfskin Ausrüstung Fur Draussen GmbH & Co. KGAA v. New Millennium Sports, S.L.U.
- Inter-IKEA Systems B.V. v. Akea, LLC
- Frida Kahlo Corporation v. Tupperware Corporation

- Inter-IKEA Systems B.V. v. Arsen Manasyan
- Lacoste Alligator S.A. v. Maxoly, Inc.
- Crown Awards, Inc. v. Discount Trophy & Co., Inc.
- Overbeck Corp. v. Overbeck GmbH
- Luv N’Care, Ltd. v. Babelito, S.A.
- M&G Elecs. Sales Corp. v. Sony Kabushiki Kaishi
- Tri-Star Pictures, Inc. v. Unger
- Carvel Corp. v. The Ice Cream Bakery, Inc.
- JR Tobacco of America, Inc. v. Davidoff of Geneva (CT), Inc.
- Anheuser-Busch, Inc. v. Balducci
- Twin Peaks Prods., Inc. v. Publications Int’l, Ltd.
- Coors Brewing Co. v. Anheuser-Busch Companies, Inc.
- Pump, Inc. v. Collins Management

Publications

International Comparative Legal Guide to Trademarks 2024, contributed the U.S. chapter with Karen Lim

International Comparative Legal Guide to Trademarks 2023, contributed the U.S. chapter with Karen Lim

Speaking Engagements

Nothing Compares to Using Others’ Brands?: Limitations of comparative advertising, Alt Legal Connect, February 2023

What an IP Lawyer Needs to Know about the



Colorful World of NFTs, Global Online Thesis Topic Meetings ("GOTTM's") in IP and unfair competition at Leiden University, April 2022

Fashion Law Defined Panel, University of Iowa College of Law, November 2021

NFTs, CLE Presentation for NYC Bar Fashion Law Committee, May 2021