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Martin Schwimmer is a partner in the Trademark and Copyright Practice Group at Leason Ellis. He has been practicing IP law for over thirty years. Marty counsels ventures of any size from start-ups to Fortune 100 companies. He litigates in U.S. federal district and appellate courts, and in the Trademark Trial and Appeal Board. He manages global trademark portfolios, and has instructed matters in most trademark jurisdictions in the world, including Tuvalu and Vanuatu. Through his writing, speaking, committee work, lobbying, counseling, and litigating, Marty has been at the forefront of the forces that have transformed trademark law – including domain names, blogging, search engines, ecommerce, social media, and blockchain.

Regularly included in “Best of” lists by World Trademark Review (WTR), World IP Review (WIPR), and Best Lawyers in America, Marty is best known as the publisher of The Trademark Blog, the world’s oldest blog devoted to trademark and copyright law, as well as a Twitter microblog (@trademarkblog). He has authored numerous articles that have appeared in trademark publications, as well as a number of amicus briefs for the International Trademark Association (INTA), the New York Intellectual Property Law Association (NYIPLA), and the Intellectual Property Owners Association (IPO). He hosts the Meet the Bloggers event at INTA annually. Marty holds an AB from Harvard College and a JD from Fordham University School of Law.