Anthony D. Peluso

PARTNER

Tony works with clients in various industries and of all sizes on domestic and global brand protection issues.

Industries

Fashion & Retail Law
Hospitality
Media & Entertainment
Nonprofits & Associations
Sports
Transportation & Mobility

Practices

Advertising & Promotions
Copyright
Trademark

Education

George Mason University, Antonin Scalia Law School, JD, magna cum laude, 2011

University of Florida, BA, cum laude, 2008

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Client Work

Tony manages several large client portfolios at ArentFox Schiff and works closely with local counsel around the world to protect our clients' global intellectual property interests.

Tony counsels clients on domestic and global intellectual property issues, including worldwide trademark, trade dress, and copyright protection and enforcement, the selection and clearance of marks, global advertising campaigns and brand rollouts, right of publicity issues, and licensing. He prepares and prosecutes trademark applications, represents clients before the US Patent and Trademark Office in trademark opposition and cancellation proceedings, prepares brand availability opinions and license agreements, manages online brand protection programs including the prosecution of domain name dispute resolution proceedings and filing DMCA complaints, conducts intellectual property due diligence for licensing programs and mergers and acquisitions, and works with ArentFox Schiff's team of intellectual property litigators to manage litigation and other disputes. He regularly works with client in-house legal and brand development teams on how to choose and protect strong new brands. Tony has worked with clients in various fields, including the automotive, entertainment, fashion, higher education, hospitality, pharmaceutical, restaurant, sports, telecommunications, and technology industries.

Previous Work

Prior to joining ArentFox Schiff, Tony served as a judicial intern for the Honorable Anthony J. Trenga of the US District Court for the Eastern District of Virginia.

Publications, Presentations & Recognitions

While in law school, Tony was the executive editor for the *George Mason Law Review*, and he authored the article titled, "A Distinction Without a Difference: How *Callahan v. Millard County*

Drew an Unwarranted Line in the Sand of Fourth Amendment Jurisprudence," 18 GEO. MASON L. REV. 163 (2010). His recent publications include: Author, "Consumer Can Distinguish Between 'Grand Hotel' Marks Based on Minor Differences." *World Trademark Review* (April 2, 2012); and Co-Author, "TTAB Grants Petition to Cancel Federal Trademark Registration for Former Fast Food Chain Brand," *World Trademark Review* (May 1, 2015).

Professional Activities

Tony is a member of the Los Angeles Intellectual Property Law Association (LAIPLA) and serves on the LAIPLA Diversity Committee.

Life Beyond the Law

Tony was raised in Tampa, Florida and remains an avid Tampa Bay Buccaneers and Florida Gators fan. He enjoys skiing, surfing, running, reading, and spending time with his family.

Bar Admissions

California

District of Columbia

Virginia