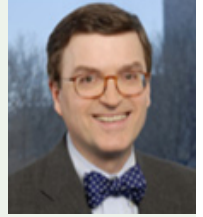


## Lawrence Eli Apolzon



### Practice Description

Larry Apolzon counsels clients on the adoption, protection, use and maintenance of trademarks as well as product and package designs. He also advises clients on due diligence, Intellectual Property Audits, and enforcement strategies, including U.S. Customs surveillance. His clients own intellectual property in a broad spectrum of fields, including luxury, media/entertainment, music, celebrities, hotels and resorts, wine and spirits and consumer-products. He is also a patent attorney with a design patent practice before the U.S. Patent and Trademark Office. Larry joined Fross Zelnick in 1988 and became a partner in 1992 after practicing in Chicago from 1982-1988. He is admitted to the bars of New York and Illinois.

### Education

Tufts University, B.S.Ch.E. 1978; cum laude; Case Western Reserve University, J.D. 1982; Order of the Barristers.

### Professional Activities

Member: The Association of the Bar of the City of New York, American Bar Association, American Intellectual Property Law Association, The Institute of Trade Mark Attorneys (U.K.).

### Honors

Managing Intellectual Property *Global IP Star*, 2018; Super Lawyers®, *Intellectual Property*, 2009-2018; Managing Intellectual Property *Patent Star*, 2017; WTR 1000 - The World's Leading Trademark Professionals; Who's Who Legal: Trademarks; The International Who's Who of Trademark Lawyers.

### Selected Speaking Engagements

Penn Intellectual Property Group Symposium (University of Pennsylvania Law School); California Lawyers for the Arts Education Programs; Forum on the Entertainment and Sports Industries for the American Bar Association; Managing Intellectual Property China-International IP Forum; National Retail Federation and other organizations.

### Published Works

**All You Need to Know About the Music Business**

**From Edison to iPod: Protect Your Ideas and Make Money**

**Coming to America: A Guide to Extending Registrations via the Madrid Protocol**