

Lori Anderson Ruhly

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PARTNER

National Chair, Intellectual Property Practice Group

Madison

t. (608) 283-2653

lori.ruhly@quarles.com



About Lori

World-wise IP protection and enforcement

Lori Ruhly helps clients protect and enforce their intellectual property (IP) globally. Lori's targeted approach in counseling and leveraging IP rights focuses on the client's position within their industry and relative to their competitors. She also combats loss in value and business interference caused by counterfeits and trademark squatting. Lori's experience in global portfolio management and cross-border enforcement extends to a variety of industries, including:

- **Products for outdoor enthusiasts, medical device products**
- **Consumer product categories** such as toys, bicycles, furniture and housewares
- **Industrial and commercial products** such as construction equipment, software in human resources and customer engagement industries, and electronic components
- **Food, beverage, hospitality and restaurant sectors**
- **Service sectors** such as professional sports, entertainment and personal care

Lori and her team invest the time to understand what matters most to clients. The legal approaches and solutions they deliver are always aligned with business purpose and client service expectations. From experience, she knows the right questions to ask and how to deliver clear and valuable answers.

Education and Honors

Northwestern University, Kellogg School of Management, Certificate, Quarles & Brady Leadership Program (2018)

Marquette University Law School (J.D., 2001)

University of Wisconsin - Madison (B.A., 1996)

Bar Admissions

Wisconsin

Court Admissions

U.S. District Court, Eastern District of Wisconsin

U.S. District Court, Western District of Wisconsin





Experience in Action

- **Fights counterfeit goods produced and sold worldwide, with a particular focus on China.** Clients turn to Lori as they seek to seize counterfeit offerings available through online platforms and e-commerce sites, as well as at trade shows and in local markets.
- **Handles opposition and cancellation proceedings before the Trademark Trial and Appeal Board (TTAB).** She has represented clients in numerous fully briefed cases resulting in favorable final decisions.
- **Registers non-traditional trademarks (trade dress), including product color, packaging and design,** in the U.S. and other jurisdictions. Used strategically, registration of trade dress bolsters enforcement of traditional marks.

Successes

- Litigated over 100 disputes before the Trademark Trial and Appeal Board, including four cases that went to final decision. Advantageous settlements were achieved on behalf of many clients.
- Successfully secured registration of trade dress for a variety of product configurations, product packaging and color trademarks in numerous countries including U.S., China, Australia, United Kingdom and Latin America.
- Led a multifaceted, anti-genericism campaign for a client simultaneously in multiple jurisdictions.
- Managed a multi-jurisdictional, anti-counterfeiting campaign involving South America, Russia and China. The program included strategic counseling, working closely with local customs agencies, pursuit of online takedowns on major sales platforms and litigation, which successfully ended the infringement and stopped the flow of infringing product.
- Led enforcement program for professional sports team resulting in dozens of negotiated settlements without litigation over a three-year period.

Capabilities

Intellectual Property Litigation

International Trade and Regulation

Trademark

Sports, Entertainment and Media Industry

Intellectual Property

Professional Recognitions

- *World Trademark Review 1000* (2020-2023)
- *Wisconsin Law Journal "Leaders in the Law"* (2016, 2022)

Professional & Civic Activities

- Wisconsin Intellectual Property Law Association, member





- International Trademark Association (INTA), member
- International Trademark Association (INTA) Anti-Counterfeiting Committee, member
- American Bar Association, member
- Dane County Rape Crisis Center, past board chair

