

# **Brown Rudnick Adds New Chair of the Trademark, Copyright & Advertising Practice Group**

Peter J. Willsey and Vincent J. Badolato have joined Brown Rudnick LLP. Willsey joins as chair of the global Trademark, Copyright & Advertising Practice Group and as a partner in the Intellectual Property Practice Group. Badolato joins as counsel in the Trademark, Copyright & Advertising Practice Group. Both Willsey and Badolato, formerly with Cooley LLP, will be based in the firm's Washington, D.C. office.

In a release, the firm said Willsey focuses his practice on litigation, counseling, and prosecution in the fields of trademark and copyright law. He advises companies ranging from startups to global corporations on the entire life cycle of a trademark, beginning with the inception of a product or brand name and advising on branding strategies, to registering the trademark and enforcing intellectual property rights. His clients span all industries, including technology, pharmaceutical, biotechnology and consumer products.

Willsey has handled matters in federal courts throughout the country and before the US Patent and Trademark Office Trademark Trial and Appeal Board. He also counsels on domestic and foreign trademark prosecution efforts.

The firm said Badolato focuses his practice on the selection, clearance, adoption and use of trademarks, domestic and international trademark prosecution and enforcement, trademark portfolio management and the development of comprehensive branding strategies. Extensively experienced in counseling, prosecution, licensing and litigation in the field of trademark and copyright law, Badolato has also handled trademark and advertising litigation matters in federal court.

Willsey earned his J.D. from University of Richmond School of Law and his B.A. from University of Virginia. He is an adjunct professor teaching trademark law and unfair competition at Georgetown University Law School, and previously taught a trademark course at the University of Virginia Law School.