



Daan G. Erikson

PARTNER

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OVERVIEW

Daan advises multinational companies, startups and individual authors on trademark, copyright and right of publicity matters.

Daan has gained high trust for his particular experience in managing domestic and international trademark portfolios and counseling clients with complex copyright issues. His practice focuses on trademarks and copyrights from clearance and prosecution through licensing and enforcement.

From a young age, Daan developed an interest in intellectual property as well as the food and beverage industry due to his father's work in the coffee and restaurant business alongside moonlighting as a songwriter. As a result of this influence, and from his first job at a supermarket, Daan understands the food and beverage business from manufacturing to distribution to retail sales and foodservice. Now, he leverages that knowledge to help clients such as packaged food companies and others protect their brands and creative works. He also regularly advises clients on practical considerations in branding strategy and social media promotions and on the legalities surrounding sweepstakes and contests.

Before joining the firm, Daan researched copyright law and policy at the Fordham IP Institute, where he interfaced with judges, practitioners, academics and government leaders from around the world, including heads of agencies such as the U.S. Copyright Office, European Commission, U.S. Patent and Trademark Office (USPTO), U.S. Trade Representative and the World Intellectual Property Organization (WIPO).

Industry

Food Systems

Services

Advertising & Marketing

Alcohol Beverage

Copyrights

Intellectual Property

Intellectual Property Counseling

Intellectual Property Litigation

Trademarks

During law school, Daan served as a judicial extern to the Honorable Richard Fruin of Los Angeles Superior Court and interned in HBO's Santa Monica, California, office. While at HBO, he drafted talent contracts for HBO's original programming, licensing agreements and other contracts.

Experience

- Advising clients on copyright issues such as registrability, fair use and infringement.
- Prosecuting U.S. trademark and copyright applications and coordinating international trademark filings.
- Analyzing comprehensive and knock-out trademark clearance searches.
- Conducting ex parte, opposition and cancellation proceedings before the Trademark Trial and Appeal Board.
- Copyright and trademark licensing.
- Counseling companies on trademark selection, clearance, portfolio management, and enforcement strategy.
- Enforcing trademark rights, including in Uniform Domain-Name Dispute-Resolution Policy (UDRP) proceedings.
- Assisting with litigation and International Trade Commission proceedings.
- Obtained a favorable decision in an ex parte appeal to the Trademark Trial and Appeal Board reversing a Section 2(d) likelihood of confusion refusal. *In re Productos Verde Valle, S.A. de C.V.*, No. 87110668 (T.T.A.B. July 25, 2018).
- Successfully negotiated a literary agent agreement on behalf of a published author.
- Conducted research and worked on briefing leading to denial of preliminary injunction in trademark and trade dress case.
- Conducted research and worked on briefing leading to motion for judgment on the pleadings in Lanham Act false advertising case.

Recognition

- *Managing Intellectual Property* IP Stars, Rising Star, 2022-2025

Education

- J.D., Loyola Law School, Los Angeles
 - London International IP Institute, summer 2010
- Visiting J.D. Student, Fordham University School of Law
- B.A., New York University
 - *cum laude*
 - Dean's Honor Society

Admissions

- U.S. District Court, District of Nebraska
- Massachusetts
- U.S. District Court, District of Massachusetts
- New York

Community Leadership

- Lawyers for the Creative Arts (Chicago), pro bono volunteer (2020 – present)
- Point Foundation, Scholar Selections Subcommittee (2014-2021, Co-chair 2017-2019)
- Volunteer Lawyers for the Arts-Nebraska, Advisory Council (2018-2019)



IP Stars 2025 - Rising Star