



## Stacey C. Friends

Member

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Stacey is a member of the firm. Her practice is focused on trademark and copyright law, licensing and other commercial transactions, arts and entertainment.

Stacey handles all aspects of brand selection, as well as trademark clearance, registration, and enforcement, both nationally and internationally for large and small companies. She has represented clients before the Trademark Trial & Appeal Board (TTAB), in opposition, cancellation and appeal proceedings.

Stacey also advises clients on various copyright, fair use, and licensing issues both in the corporate realm as well as for her much-loved songwriters, filmmakers, authors, visual artists, and other creative clients. Stacey has given many pro bono hours to various artists and artistic entities through the Volunteer Lawyers for the Arts (VLA, now the Arts & Business council). Stacey contributed many hours of copyright research and memo writing which helped the heirs of Bill Finger, the creator of Batman, prevail in their case to obtain credit for Bill Finger as well as compensation. Stacey also recently provided legal advice for the City of Boston in connection with its new sculpture acquisition of "The Embrace."

Stacey currently serves as Chair of the Communications Subcommittee of the Law Firm Committee for the International Trademark Association (INTA) and is also the co-chair of the New England Chapter of the Copyright Society. Stacey is a frequent speaker on trademark and copyright law for Law Schools, Universities and entrepreneurs, and also serves on Morse's DEI Committee.

Before joining the Firm, Stacey was a shareholder at Ruberto, Israel & Weiner P.C., an attorney at Peabody & Arnold LLP, and was founder of Stacey Friends & Associates.

### Affiliations

International Trademark Association (INTA), Member 2001-Present; Emerging Issues Committee, 2014-2018; Unreal Campaign Committee, 2018-2020; Chair, Unreal Campaign Committee, North American Subcommittee, 2020-Present; Chair, Law Firm Committee, Communications Subcommittee, 2022

### Education

Suffolk University Law School, J.D., *summa cum laude*, Note Editor, Transnational Law Review

Boston University, Ed.M.

State University of New York, Potsdam, B.A.

### Admissions

All Massachusetts Courts

U.S. District Court for the District of Massachusetts

All New York Courts

United States Court of Appeals for the First Circuit

### Practice Areas

Corporate

Intellectual Property

Startups & Emerging Companies

Trademark

### Industries

Consumer Goods & Services

Educational Institutions & Hospitals

FinTech

HealthTech

Life Sciences

Media & Entertainment

Medical Devices

Copyright Society of the U.S.A.

American Bar Association

Boston Bar Association, Member since 2001; Co-Chair, Art, Entertainment & Sports Law Committee, 2013-2015 and 2002-2004; IP Steering Committee, 2013-2015

Cape Ann Chamber of Commerce, Member

Rockport Art Association and Museum, Board Member, 2017-2022

Mass Challenge, Mentor, 2016

PayPal Start Tank, Advisor, 2013-2015

Volunteer Lawyers for the Arts (VLA), Panel Attorney, 2001-Present

## Speaking Engagements

*Co-chair, MCLE Intellectual Property Law Conference, May 2021*

*Speaker, Trends and developments IP counsel, business lawyers, and litigators must know, 23rd Annual Intellectual Property Law Conference 2020*

*Interview with The Radio Entrepreneurs on trademark clearance, registration, and enforcement, August 2019*

*Co-chair, MCLE Intellectual Property Law Conference, June 2019*

*Speaker, INTA Unreal Committee, English High School, May 2019*

*Speaker, MCLE Powerful Cease and Desist Letters, April 2019*

*Speaker, MCLE Intellectual Property Law Conference, June 2018*

*Speaker, MCLE Starting a Business in Massachusetts, June 2018*

*Mentor, Boston Global Immersion, March 2018*

*Roundtable host, Women in Law & Leadership Summit on Networking and Promoting Yourself, November 2017*

*Speaker, DECA Conference for INTA's Unreal Committee, Teaching Students about Counterfeits, Bentley College, October 2017*

*Speaker, Making Connections in Boston's IP Community, BPLA, District Hall, October 2017*

*Interview with The Radio Entrepreneurs on branding and trademarks, February 2017*

*Presenter, Lunch and Learn on the Basics of Trademark and Branding, WeWork, June 2017*

*Speaker, Batman and Bill, Documentary, Hulu, 2017*

*Speaker, Global Branding Panel at the Business Globalization Forum, November 2016*

*Panelist, INTA Unreal Campaign with Michelle Brownlee from Bose, and spoke at the Executive Breakfast on Global Branding at the International Trademark Association's annual conference in*

Publishing

Software-as-a-Service

## Recognition



Massachusetts Super Lawyers 2018-2022

Massachusetts Rising Star 2005 – 2008, 2010-2011

Winner of ASCAP's 2000 Nathan Burkan Memorial Competition for writing in the area of copyright law

Orlando, May 2016

*Interview with The Radio Entrepreneurs on the importance of trademark law, and its impact to small business, February 2016*

*Speaker and moderator, International Branding panel at The MSI International Conference, October 2015*

*Moderator, Boston Bar Association panel discussion "Licensing Intellectual Property in the Arts & Entertainment World," April 2015*

*Stacey Friends was interviewed on Radio Entrepreneurs, February 2015*

*Panelist, Boston Business Journal event "Going Global: Build Your International Business Development," February 2015*

*Presenter, Copyright and Trademark Law for Massachusetts Bar Association's Intellectual Property Basics for the Non-Specialist, January 2015*

*Presenter, Trademark Developments for Boston Bar Association Intellectual Property Year in Review, January 2015*

*Presenter, Strafford webinar "Structuring Trademark Consent Agreements," October 2014*

*Moderator, Suffolk Law Panel "Arts, Entertainment, and the Law," October 2014*

*Presenter, Boston Bar Association Sports Law Roundtable Featuring Sports Illustrated's Michael McCann: The Donald Sterling Controversy, August 2014*

*Speaker, "The Business of Fine Art" panel for Art Technology New England event, June 2014*

*Moderator, Table Topic "U.S. Office Actions: Strategies for Minimizing and Resolving Problems" at the International Trademark Association (INTA) 2014 Conference, Hong Kong, May 2014*

*Presenter, Boston Bar Association program "What Every Estate Planner Should Know About Copyright Law, the Right of Termination and Royalties," January 2014*

*Presenter, Suffolk University Law School program "What is IP Anyway? IP Bootcamp," October 2013*

*Presenter, Mass Bar Association "Intellectual Property Basics for the Non-Specialist," October 2013*

*Presenter, MCLE 16th Annual New England Intellectual Property Law Conference 2013: Trademark Law Update, June 2013*

*Moderator, Table Topic "Strategies for Avoiding and Resolving Problems" at the 2013 INTA Annual Meeting, Dallas, Texas, May 2013*

*Moderator, MITX Mobile marketing Summit: Precision Targeting – Innovations and Strategies, May 2013*

*Faculty participant, Massachusetts Bar Associations CLE Program: Intellectual Property Basics for the Non-Specialist, October 2012*

*Faculty participant, MCLEs 15th Annual New England Intellectual Property Law 2012 Conference on Trademark Law, June 2012*

Faculty participant, Suffolk University Law School ALS/IP Concentration Symposium on IP Due Diligence, October 2011

Moderator, 4G panel at FutureM Conference, September 2011

Presenter, MCLEs Annual IP Law Conference on Trademark Law, June 2011

Speaker, Trademark and Copyright Law at MBA IP Basics Seminar, May 2011

Panel leader, Social Media at Restaurant Trends Seminar, headed by Chef Jody Adams and featuring social media experts from HubSpot, Where, and Eat Boston, May 2011

Presenter, Copyright Basics for Screenwriters Seminar at Emerson College, February 2011

Presenter, Copyright Enforcement & Remedies for Copyright Course, Suffolk University Law School, February 2011

Panel leader, Best Practices in Internet Lead Generations at TEIs Entrepreneurship Institute, October 2010

Panel leader, FutureM on the Future of Branding, October 2010

Presenter, MBA IP Basics, Copyright and Trademark Law, May 2010

## Publications

Owner Beware: Fraudulent Trademark Renewal Solicitation Scam

Cancelling a Trademark: What's Peloton's Spin?

Stacey Friends interviewed in Super Lawyers Massachusetts 2021, October 2021

Brexit and Trademarks – Strategies for Protection in the UK

Same Name, Different Place: Avoiding Trademark Problems & Adding Value to your Business

New rules from copyright office require re-registration of DMCA agent

Restaurants and Trademarks: A Lesson from the Real World Expanding Your Business – Don't Forget About the Brand! TRADEMARK CONSIDERATIONS

There is no short cut! Generic or Merely Descriptive? CAFC Vacates Genericness Decision on "PRETZEL CRISPS"

U.S. Copyright Law Update: New Exemptions to Prohibitions on Circumvention of Technological Security Measures

Hotel Trademark Decision Provides Teachable Moments, At Your Service, Vol. VII, Issue I

Trademark Scams and Misleading Solicitations, At Your Service, Vol. VI, Issue III

Your Trademark: When to Register, At Your Service, Vol. VI, Issue IV

Client Alert, Trademark Scams and Misleading Solicitations

Choosing A Trademark, At Your Service, Vol. V, Issue IV

*Stacey Friends interviewed on NECN , February 2010*

*Social Media & Other Interactive Marketing, At Your Service, Volume IV, Issue IV*

*Stacey Friends quoted in Mass High Tech April 2009*

*Stacey Friends quoted in Washington Post August 2008*

*New Trademark Dilution Rules Working as Intended April 2008*

*Protect Your Software Code Through Proper Copyrights*

*How Well Are You Positioned to Protect Your Copyrights?*

*New Massachusetts Trademark Law*

*Acquire, Advance, Protect Your Trademark*

*The name game: Tips for choosing your trademark lawyer, Performer Magazine*