PRANGER
LAW PC

Peter Byrne

PARTNER

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PRACTICE AREAS

- Trademark
- Copyright
- Advertising

EDUCATION

- J.D., Harvard Law School, *cum laude*
- B.A., University of California, Berkeley, *high distinction*

Peter Byrne counsels clients throughout all phases of the trademark process, including clearance, prosecution, global portfolio management, licensing, and enforcement. He has helped companies of all sizes across a wide range of industries craft effective and cost-efficient strategies to secure and protect their valuable brands. In addition, Peter advises clients on copyright matters, including issues relating to the ownership, licensing and enforcement of copyrighted works.

Peter is listed as a recommended expert among "The World's Leading Trademark Professionals" published each year by World Trademark Review.

EXPERIENCE

Peter has helped clients clear hundreds of trademarks in the US and abroad, including leading global re-brands for well-known companies. When conducting clearance, Peter places an emphasis on delivering concise, easy-to-understand and practical advice that allows business teams to make well-informed decisions before investing in new brands.

Peter has extensive experience prosecuting trademark applications and maintaining trademark registrations domestically and internationally. In the US, Peter works collaboratively with examining attorneys at the USPTO to address technical objections and has authored successful responses to office actions to overcome refusals based on a litany of substantive grounds. Outside of the US, Peter partners with his network of trusted local counsel to find creative, cost-effective solutions to overcome issues raised during examination.

After helping clients secure their trademarks, Peter helps rights-holders police their marks through various enforcement actions, including cease-and-desist letters, takedown notices, Notices of Opposition and Petitions to Cancel at the Trademark Trial and Appeal Board, UDRP complaints and, if necessary, federal litigation. Peter has a proven track record of resolving disputes quickly and on favorable terms, without incurring unnecessary expense.

Peter helps clients put their brands' goodwill to work through licensing agreements that feature strong protections. If and when it comes time to acquire or sell IP rights, Peter assists clients in the diligence process, flagging potential issues and providing solutions to make sure the deal closes with robust IP protections in place.

HONORS

- Leading Trademark Practitioner, Prosecution and Strategy, WTR 1000, *World Trademark Review* (2024)
- Pro Bono Challenge Award (2015–2024)
- Excellence in Pro Bono Service Award (2016, 2018)

COURT AFFILIATIONS

- California State Bar
- Massachusetts State Bar
- United States District Court, District of Massachusetts
- United States District Court, Northern District of California

PROFESSIONAL AFFILIATIONS

- International Trademark Association
- State Bar of California, Intellectual Property Law Section
- San Francisco Intellectual Property Law Association