



Howard Aronson

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As Managing Partner of the Lackenbach Siegel firm for over two decades, and now Senior Counsel of Nolte Lackenbach Siegel, Mr. Aronson has witnessed many changes in the practice of Intellectual Property law generally and significant transformations of law firm operation.

With the expansion of designer trademarks and licensing in the 1970's, Mr. Aronson worked in the trademark department and was responsible for iconic designer licensing during its exponential growth during that time period. He then moved into the litigation department as the infringements and piracy of designer brands became prevalent, eventually heading the litigation department for many years until being named Managing Partner, in view of his broad experience in all facets of the firm's operations, and considering his exposure to different IP firms.

Mr. Aronson was an important part of the metamorphosis of Lackenbach and its merger with the patent powerhouse and tech-savvy Nolte IP law firm that melded cutting edge law firm technology with the global nature of Lackenbach's client base and its various legal departments, creating a national footprint of offices in the US.

Most significantly, Mr. Aronson orchestrated the unique evolution of staffing policies which focused on hiring only with very experienced IP attorneys. Nolte Lackenbach Siegel created sub-specialization by attorney, permitting staffing matters with fewer attorneys and completing assignments in less time, resulting in lowers fees than typically charged by large firm counterparts. The unique law firm business model, first introduced by Mr. Aronson 30 years ago, has been and remains unique, attractive to discriminating clients, and has been eminently successful.

Mr. Aronson prides himself in being a contract author to LexisNexis, the largest publisher in the IP field, in connection with four publications, as well as being The Toy Book legal columnist. He boasts a long list of published articles and is a frequent Seminar speaker, as well as having been a featured radio show authority on IP law.

PRACTICE

US and International IP Portfolio Management and Counseling
Litigation

PRACTICE (Cont'd.)

Licensing

Intellectual Property Counseling

BAR & COURT ADMISSIONS

New York Bar; U.S. Patent and Trademark Office; Canadian Patent Office

U.S. District Court, Southern, Eastern, Northern and Western Districts of New York; Western District of Michigan

U.S. Court of Appeals for the Second, Third, Ninth, Tenth, and Federal Circuits

U.S. Supreme Court

EDUCATION

Drexel University, Philadelphia, PA

Bachelor of Science - Civil Engineering, with Distinction

New York Law School, New York, NY

Juris Doctor

SELECTED BOOKS, PUBLICATIONS

“Protecting Designs by Trademarks, Copyrights and Design Patents,”
Intellectual Property Counseling and Litigation, LexisNexis.

“Trademark Management,” Business Law Monographs, LexisNexis.

“Corporate Counsel Solutions, Intellectual Property Management:
Strategies & Tactics,” LexisNexis

SELECTED BOOKS, PUBLICATIONS (*Cont'd.*)

“Acquiring and Protecting Intellectual Property Rights,” Business Law Monographs, LexisNexis

“Trade Dress After Two Pesos: The Circuits Are Still Split, But Which Has it Right?,” The National Law Journal

“Global Colorblindness to Trademarks is Dying,” The National Law Journal

“Protection Against Use or Pictures of One’s Goods by a Competitor Wastes Away Under ‘Waist Away,” The Trademark Reporter, Vol. 73, No. 1

The Toy Book, Legal Columnist for “Raising the Bar,” Adventure Publishing Group – ***Recent Articles:***

"Raising The Bar: Can Toys and Intellectual Property Die?" [View Article](#)

"Raising The Bar: Dubious Distinctions" [View Article](#)

"Raising the Bar: What You Don't Know Could Cost You Your Brand" [View Article](#)

"Legal Rules Should Be Fair, But to Whom?" [View Article](#)

"Saturated Fact: Using Trademarks To Build Your Brand" [View Article](#)

"Reshoring Toys" [View Article](#)

“Whose Toys are Whose?, (related to the Barbie/Bratz litigation)

"The Real Costs of Outsourcing,”

“Don’t Forget...Trade Secrets,”

“The Consequential Non-Disclosure,”

SELECTED BOOKS, PUBLICATIONS (*Cont'd.*)

“Patents: The Business Gold,”
“Trademark Infringement Claims and Coverage,”
“The Domain Game,”
“I Would Rather...Have a Strong Enforceable Trademark!,”
“Proper Trademark Usage,”
“Can Customs Help?,”
“Copyright or Design Patent?,”
“Naked Licensing Isn’t Sexy,”
“For Sale: Yo-yo’s, Nylon and Trampolines,”
“The Courts Toy with Copyrights,”
“Getting to Zero,”
“Dubious Distinctions,”
“Saturated Fact,”
“Not the Real Thing,”
“Not So Fast,”
“Are High-Tech Toys High-Risk?,”
“Full Disclosure,”
“Protecting Freedom To Express “The Thought That We Hate,
“Western Companies Caught Off Balance By Trademark Law in China”
“e-Signatures Affect Email Negotiations,”
“Dare to Compare - Comparative Advertising,”
“What You Don’t Know About your Supplies Can Hurt You,”
“Staying Ahead of the Counterfeiters’ Curve,”
“The Batmobile Threatened: Intellectual Property Rights To The
Rescue,”

SELECTED BOOKS, PUBLICATIONS (*Cont'd.*)

“Use It or Lose It,”
“When Laches Bar the Courtroom Door,”
“The Internet of Things,”
“Printing Toys,”
“Trolling for Dollars,”
“The Real Costs of Outsourcing”

SEMINARS

U.S. Opposition Practice & Procedures,” Tokyo, Japan
“United States Trademark Searching,” Tokyo, Japan
“United States Trademark Basics,” Tokyo, Japan
“United States Trade Dress Protection,” Tokyo, Japan
“Trademark Management,” Tokyo, Japan, Mitsui Bank Investment
Banking Seminar
“The Role of Intellectual Property in a Free Market Economy,”
Moscow and Voronezh, Russia
“US Intellectual Property Laws” – Voronezh and Kazakhstan,
Moscow, Russia Launching a Product in the United States, United
States Trademark Association,
“Trade Dress” “Patents, Trademarks & Copyrights – What you Need
to Know,” National Hardware Convention, Honolulu, Hawaii, A Forum
for Trademark Paralegals, US Trademark Association,

SEMINARS (Cont'd.)

“United States Trademark Searching,” Arlington, Virginia

“Changing Laws for Trademarks,” American Hardware Manufacturers Association, Chicago, Illinois

“United States Trademark Basics,” Tokyo, Japan “Color Me Pink,” Hand Toots Institute, Captiva Island, Florida

“Changing Laws for Trademarks” American Hardware Manufacturers Association, Chicago, Illinois

“Counterfeiting: The Stakes are Raised,” National Hardware Show, Chicago, Illinois

“Imports: How do you Spell Relief?,” American Hardware Manufacturers Association, Chicago, Illinois

“Fundamentals of Intellectual Property,” Pace University Legal Education Seminar Chairman,

“Intellectual Property Management: Developing a Corporate Intellectual Property Strategy,” Insight Seminar, New York, NY

“Intellectual Property Business and Financing Transactions: Capitalizing on Your Assets - Using Intellectual Property Assets as Collateral for Financing,” Insight Seminar, New York, NY,

“Dress For Success,” International Trademark Association,

“Personal Care and Industrial Products Protection,” New York, NY

NOTABLE ACHIEVEMENTS

TOP ATTORNEYS OF NORTH AMERICA, Who's Who Directories (2016) –see: Top Attorney – Howard N. Aronson

MARQUIS WHO'S WHO (2020) - Paid Subscription Required

Live talk show guest on “Empower Hour,” WFAS 1230 am, “It’s Never too Late to Mediate”

Featured in Westchester County Business Journal, “Scarsdale Firm still Thriving at 89”

Featured in Patch, IN THE NEWS, “Lackebach Siegel: An Intellectual Decision”

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