





Vivian Cheng

Associate

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Overview

About Vivian

Vivian Cheng is an associate in the New York office of Fish & Richardson P.C. She focuses her practice on trademark, trade dress, unfair competition, and copyright litigation. Her experience also includes representing trademark owners in opposition and cancellation proceedings before the Trademark Trial and Appeal Board, patent litigation in the chemical and life sciences fields, as well as counseling clients on clearance, prosecution, false advertising, and enforcement of trademarks and copyrights, and counseling on domain name issues and intellectual property license agreements.

Prior to joining Fish she was an associate at another intellectual property law firm in New York. She also served as a legal extern at The Coca-Cola Company, and as a law clerk in the internet bureau of the New York attorney general's office. She received her J.D. with honors from Emory University School of Law in 2014, where she was managing editor of the *Emory Bankruptcy Developments Journal* and president of the intellectual property society. She received her B.S. in biology and society from Cornell University in 2011. She is admitted to practice in New York and the U.S. District Court for the Southern District of New York.

Focus Areas

Services

- Copyright
- Trademark

- Advertising and Marketing
- Domain Names and Internet
- Trademark Counseling and Prosecution
- TTAB Oppositions and Cancellations
- Digital Millennium Copyright Act
- Transactions and Agreements
- Trademark, Copyright, and Media Litigation

Industries

- Consumer Products
- Digital Media and E-Commerce
- Internet

Education

J.D., Emory University School of Law (2014) Managing Editor, *Emory Bankruptcy Developments Journal*, Dean's Award in Patent Law

B.S., Biology and Society, Cornell University (2011)

Insights

Publications

Ms. Cheng is a contributing author to Fish's IP Law Essentials.

"Seven Benefits of Copyright Registration," *Fish IP Law Essentials Blog* (May 8, 2020).

Speaking Engagements

"Defeating Trademark Counterfeiting in the COVID-19 Era," co-speaker, *Fish Trademark & Copyright Webinar* (December 10, 2020).

"Trademark & Copyright: 2020 Year in Review," co-speaker, *Fish Trademark & Copyright Webinar* (January 7, 2021).

Recognition

- Named a “Rising Star,” *Managing Intellectual Property* (2021)

Memberships & Affiliations

Copyright Society of U.S.A., New York Chapter.

International Trademark Association (INTA).