



# Michael D. Fishman

## PARTNER

Michael Fishman is a founding member of the firm. He has over 25 years of experience in trademark law, related licensing and litigation and other disciplines of Intellectual Property law. His substantial experience covers a wide range of industries, including banking, insurance, automotive, packaged foods, contract furniture, publishing, sports, entertainment, building products, certification programs, computer hardware and software, telecommunications, restaurant, medical products, and scientific and laboratory products.

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INTELLECTUAL PROPERTY

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## Overview

Mike manages trademark portfolios of varying sizes, including very large portfolios consisting of thousands of U.S. and foreign trademark records. He has filed and prosecuted thousands of U.S. trademark applications and managed the filing, prosecution and maintenance of countless more foreign applications and registrations in over 200 jurisdictions worldwide. In addition, Mike has conducted thousands of availability searches and has substantial experience in managing and conducting worldwide naming projects and intellectual property due diligence. He has counseled and consulted with clients in the areas of trademark protection, enforcement, international brand strategy, brand expansion and licensing to maximize the value of their trademark portfolios. His expertise also includes managing, administering and conducting worldwide projects involving updating ownership records of large intellectual property portfolios.

Mike is a frequent lecturer on many topics of trademark law and has been a long-standing and active member of the International Trademark Association. He has also served on the Editorial Board of the Trademark Reporter published by the Trademark Association.

Mike has received numerous recognitions and awards in the trademark field, including the Top U.S. Trademark Filer award for several years. He is rated as "AV Preeminent," has consistently held the "Super Lawyers" rating and is listed in Best Lawyers in America. He believes in nurturing and promoting a collaborative culture within his firm, which benefits both employees and clients.

Mike was born in Fairbanks, Alaska, on a U.S. Air Force base where his father was stationed as an Air Force Physician, holding the rank of Captain. Although Mike does not remember, his father reminds him that as a toddler he enjoyed wearing his father's Air Force dress hat. Mike's dad, an Ophthalmologist, also tells the story of when he performed cataract surgery on a local Alaskan trapper who was so grateful that the trapper gave him a bear skin (with head intact), which Mike's dad (to his mother's dismay) still cherishes today.

## Education

- Wayne State University Law School, D., with honors
- Wayne State University, B.S., summa cum laude

## Memberships

### Professional Associations/Memberships

- International Trademark Association
- American Bar Association
- State Bar of Michigan – Intellectual Property Law Section
- Oakland County Bar Association
- Leading Lawyers, Advisory Board Member

### Admitted

- U.S. Court of Appeals for the Federal Circuit
- U.S. District Court, Eastern District of Michigan
- U.S. District Court, Western District of Michigan
- State Bar of Michigan (1984)
- U.S. Patent and Trademark Office

## Practice Areas

- Trademarks
- Copyrights
- Trade Secrets
- Litigation and Dispute Resolution
- IP Consulting, Transactional and eCommerce Services

## Achievements

### Professional Honors & Recognitions

- WTR 1000 – World's Leading Trademark Professionals
- IP Stars, Trademark Star
- AV Preeminent Lawyer – Peer Review Rating of 5.0 out of 5.0 (Martindale-Hubbell)
- Best Lawyers® Detroit Area, Trademark Law Lawyer of the Year, 2013, 2015, 2020
- Best Lawyers, 2012 – present
- Leading Lawyers – Copyright & Trademark Law, Intellectual Property Law, Patent Law
- Super Lawyers (Michigan), 2006-2013, 2015 – present
- DBusiness Top Lawyers

### Articles, Speaking Engagements, and Webinars

- "IP Boutique Lawyer Stays a Step Ahead in Personal Relationships and Firm Technology," Leading Lawyers Magazine—Michigan Edition, 2017

