

Ruth Rivard

She/Her

PARTNER

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Office: Minneapolis



Ruth serves as counselor, protector and enforcer for her client's intellectual property rights, providing strategic and thoughtful advice and zealous representation in court with an eye towards clients' business goals and practical resolution.

An intellectual property attorney and trial attorney, Ruth provides hands-on advice to clients regarding obtaining, using, licensing, protecting, defending and enforcing intellectual property rights, including patents, trademarks, copyrights, and trade secrets.

As a trial lawyer, Ruth represents both defendants and plaintiffs in federal and state courts, federal appellate courts, and alternative dispute resolution proceedings. She has represented clients in a wide array of industries such as agribusiness, children's products, insurance, life sciences, health care, food products, beauty products, media and advertising.

One client notes that "Ruth is a 'wonderful lawyer' who is adept at contentious combat. I have so much respect for how she handles things and so much confidence in her reasoning, practical marketplace counsel and business nous" (*World Trademark Review*, The World's Leading Trademark Professionals 2017).

PRACTICES & INDUSTRIES

Trademark, Trade Dress, False Advertising & Unfair Competition Litigation

Patent Litigation

Copyright Litigation

Trademark Prosecution & Brand Management

Entertainment & Media

Copyright Protection

Biotechnology

Children's Products

Intellectual Property & Technology

IP & Technology M&A Due Diligence

IP & Technology Transactions

Trade Secret Litigation

ADMISSIONS

Minnesota

U.S. District Court for the District of

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Ruth Rivard

Ruth's counsel encompasses creative and thoughtful branding, marketing and advertising strategy, including trademark clearance and registration, both in the U.S. and internationally.

EXPERIENCE

Experienced in multiple jurisdictions, Ruth has served as lead or co-counsel in intellectual property litigation in Minnesota, Indiana, Michigan, Illinois and Maryland.

She has represented both plaintiffs and defendants in patent infringement matters, including cases concerning infant bedding, medical devices, health supplements, RFID in library management systems, oil recovery systems and methods in ethanol plants, building trade devices, hunting accessories and software systems.

Ruth represents both plaintiffs and defendants in trademark, trade dress and copyright infringement cases, including cases related to such industries as apparel, food products, software development and insurance products.

She has advised artists, publishers and authors on copyright, right of publicity and right of privacy, and has counseled clients regarding false advertisement issues and media content licensing. Ruth is Co-chair of the Entertainment and Media Law Practice Group.

Ruth helps clients maintain, protect and exploit their intellectual property assets through TTAB proceedings, DMCA takedown procedures, UDRP actions, registration of copyrights, drafting and revising licensing agreements and due diligence for mergers and acquisitions.

She manages and maintains trademark portfolios, ranging in size from a few registrations to several hundred, managing a trademark portfolio of over 2,300 active registrations for multiple clients.

Minnesota

U.S. District Court for the Northern District of Illinois

U.S. District Court for the Eastern District of Michigan

U.S. Court of Appeals for the Federal Circuit

U.S. Court of Appeals for the Eighth Circuit

U.S. Patent and Trademark Office, Registered Patent Attorney

EDUCATION

William Mitchell College of Law (Mitchell Hamline School of Law), J.D., *magna cum laude*

- *William Mitchell Law Review*, Assistant Editor

Purdue University, B.S., Biochemistry and Molecular Biology

CLERKSHIPS

Justice Sam Hanson of the Minnesota Supreme Court

Magistrate Judge Arthur J. Boylan of the U.S. District Court for the District of Minnesota

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She routinely reviews and advises clients on a variety of vendor and supplier arrangements, such as software as a service agreements (SaaS), shared services agreements, and managed services agreements. Ruth also assists clients with website and online social media matters, including terms and conditions of use, trademark, copyright, rights of publicity, false advertisement and privacy matters.

Before joining Stinson, Ruth was a law clerk for Justice Sam Hanson of the Minnesota Supreme Court and Magistrate Judge Arthur J. Boylan of the U.S. District Court for the District of Minnesota.

Prior to entering into the legal profession, Ruth was a stay-at-home mom, a volunteer elementary school art teacher and a soccer coach for her five children.

RECOGNITIONS

Recognized by *World Trademark Review 1000*, United States: Minnesota, Silver Band, 2017 - 2024

Listed in *The Best Lawyers in America*® for Intellectual Property Litigation, 2021-2024

Selected for inclusion as a *Super Lawyer*®-Rising Star

Received firm award for Pro Bono Service

PROFESSIONAL & CIVIC ACTIVITIES

Midwest IP Institute, Planning Committee, Minnesota CLE, 2014-2023

Federal Bar Association

International Trademark Association (INTA)

Honorable Jimmie V. Reyna IP Inn of Court

NEWS

World Trademark Review Recognizes Stinson's IP Practice, Three Attorneys in WTR 1000 Rankings
02.12.2024

Chavez, Rivard Examine Scope of Copyright Protection for Creative Content Use in *Bloomberg Law*
11.30.2023

175 Stinson Attorneys Selected to the 2024 *Best Lawyers in America* List
08.17.2023

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Stinson Attorneys, Minneapolis Office Earn Recognition in *World Trademark Review's* WTR 1000 Rankings
03.09.2023

152 Stinson Attorneys Selected to the 2023 *Best Lawyers in America* List
08.18.2022

World Trademark Review Recognizes Stinson Attorneys, Minneapolis Office in WTR 1000 Rankings
03.14.2022

Ruth Rivard and Joel Leviton Co-Author Chapter in *The IP book*
11.02.2021

103 Stinson Attorneys Selected to the 2022 *Best Lawyers in America* List
08.19.2021

World Trademark Review Recognizes Stinson as Leading Minnesota Practice
03.10.2021

112 Stinson Attorneys Selected to the 2021 *Best Lawyers in America* List
08.20.2020

World Trademark Review Recognizes Stinson's Trademark Leadership
03.04.2020

SPEAKING ENGAGEMENTS

"2023 Copyright Law Year in Review – Andy Warhol and the Transformation Factor, 2 Infringement Claims Against the Same Song, and Guidance on Works Containing Material Generated by AI

"2021 Copyright Law Year in Review," 2021 Midwest IP Institute - Minnesota CLE, September 2021

"A Conversation with Shira Perlmutter, Register of Copyrights and Director of the U.S. Copyright Office," 2021 Midwest IP Institute - Minnesota CLE, September 2021

"Managing Risk through the M&A Process," GRC Roundtable, 2020

"2019 Copyright Law Update," Minnesota CLE, Midwest IP Institute, 2019

"The Year in Copyright Law – Noteworthy Decisions and Their Impact on Your Practice," Minnesota CLE, Midwest IP Institute, 2018

"A Day in the Life of In-House Counsel," Minnesota CLE, Midwest IP Institute, 2017

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"The Year in Copyright Law: Garcia v. Google, the Beastie Boys v. Monster Energy and More," Minnesota CLE Midwest IP Institute, 2015

"The Year in Copyright Law: Aereo, Petrella and More," Minnesota CLE, Midwest IP Institute, 2014

2023 Business Law Update

03.02.2023

Collateral-based Lending in the IP World

03.24.2021

Business Law Update - Minneapolis

Surly's Brewing Co., 02.27.2020

PUBLICATIONS

Copyright Update 2021-22, Chapter 5, *The IP Book*, 2022, 20th Edition

Key Copyright Developments and Cases of 2022-23, Chapter 5, *The IP Book*, 2023, 21st Edition.

"[Fortnite Dance Ruling Teaches a Lesson on Creative Content Use](#)," *Bloomberg Law*, November 2023

Key Copyright Developments and Cases of 2020-21, Chapter 5, *The IP Book*, 2021, 19th Edition

Editor, *The IP Book*, The Midwest Intellectual Property Institute 2019-2023

Federal Circuit Decides State Sovereign Immunity Does Not Apply in IPR Proceedings, June 14, 2019

"A Picture is Worth a Thousand Words - and Maybe \$150,000. Helpful Hints and Guidelines on the Use of Internet Images," *MBA News*, March/April 2015

On Your Mark: Strides in Trademark Infringement on Sports Merchandising

04.29.2024

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