



## Mark A. Watkins

PARTNER

### Akron

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Akron, Ohio 44308

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### Practice Areas

Copyrights

Intellectual Property

Patents

Trade Secrets

Trademarks

### Education

University of Akron School of Law,  
J.D., 1988

Ohio Northern University, B.S.,  
Pharmacy, 1983

### Bar & Court Admissions

Arizona

Ohio

U.S. District Court for the

Mark is a partner in the Vorys Akron office and a member of the intellectual property (IP) group. His practice focuses on all facets of intellectual property protection, including patent, trademark, copyright, trade secrets and intellectual property litigation.

Mark provides IP counsel to many Fortune 1000 companies across the U.S. and around the world, helping companies create IP strategies for the procurement and protection of their IP rights. He develops company policies concerning protection of trade secrets, internal and external invention disclosure policies, inventor recognition programs, non-competition, confidentiality, and non-solicitation policies and agreements for employees and third parties. He also develops and manages systems for periodic review of company IP portfolios (domestic and international). In addition, Mark has experience in evaluation and counseling concerning intellectual property rights acquired or divested in mergers and acquisitions; and in evaluation, counseling and negotiations on behalf of clients concerning transfer of intellectual property rights, including assignments and licenses.

Mark has participated in the enforcement and defense of a wide range intellectual property matters, including patent, trademark and copyright infringements, and misappropriation of trade secrets. His notable experience in this area includes serving as the primary attorney responsible for the management of international trademark procurement and enforcement efforts. This role included the coordination of a worldwide litigation docket; participation in proceedings before the U.S. Customs Service for protection of trademarks and copyrights; and expert witness testimony on patent procurement and litigation issues.

Mark's experience in the entertainment industry is extensive. He has represented a variety of celebrities and athletes in the areas of product endorsement, brand licensing, development and protection of celebrities as brands, as well as in the enforcement of trademark and brand infringements worldwide.

Northern District of Ohio

U.S. District Court for the  
Southern District of Ohio

U.S. Patent and Trademark Office

*Admitted to practice law only in  
the states listed above.*

### Industries

Esports and Video Gaming

Manufacturing

Retail and Consumer Products

Mark is a member of the International Trademark Association, the American Intellectual Property Law Association, the American Bar Association, the Cleveland Intellectual Property Law Association and the Intellectual Property Owners Association. He was also a practicing pharmacist for nearly seven years.

Mark received his J.D. from the University of Akron School of Law and his B.S. in pharmacy from Ohio Northern University.