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Honors and Awards**IP LEGAL NEWS AND UPDATES****"CANDY" Crushed**

Authors: Marcella Ballard and Victoria R. Danta

From taxi cabs, to subways, to airplanes, to your dinner table, it was virtually impossible to avoid "Candy Crush Saga" in 2013. With over a half billion downloads on Facebook and mobile devices, Candy Crush was the year's most downloaded gaming app.

However, Candy Crush and its owner King have also received publicity for another reason. Perhaps due to the overwhelming success of Candy Crush, in February 2013, King attempted to register the term "CANDY" as a standard character mark in the United States – a bold brand protection move that, paradoxically, may have harmed the brand by earning the company a negative reputation as a "trademark bully."

[Click here](#) to learn the outcome.

DMCA Takedown? Not Without a Registration

Author: Joshua J. Kaufman

A recent court ruling has provided yet another reason to register your copyrights sooner rather than later.

One of the most effective ways of protecting your copyrights is a takedown under the Digital Millennium Copyright Act (DMCA) (17 U.S.C. § 512). The DMCA was an outgrowth of a compromise between web hosts and copyright owners. Pre-Internet, the publisher of content, be it a newspaper or magazine, was liable for copyright-infringing matter which appeared in its publications. With the advent of the early Internet bulletin boards, websites provided users the ability to upload material, also known as user-generated content (UGC). The result was a flood of photographs, music, and text being uploaded to the web.

[Learn more](#) about protecting your materials by registering copyrights pre-release.

ANNOUNCEMENTS AND REMINDERS**BYOD for 501(c)s: Pros and Perils of 'Bring Your Own Device'
an Association TRENDS Webinar**

Thursday, April 3, 2014 | 2:00 - 3:30 p.m. ET

When volunteers and employees use their own mobile devices to share and access company information, the money you save may be nothing compared to potential legal costs. Venable **IP Transactions** attorney **Armand J. (A.J.) Zottola** will join fellow partners **Jeffrey S. Tenenbaum** and **Ronald W. Taylor** to discuss the legal ramifications of "BYOD" (Bring Your Own Device) policies. They will present valuable information on drafting a BYOD policy, implementing the right safeguards to secure sensitive information, and resolving important intellectual property issues associated with BYOD.

[Click here to learn more and register.](#)

Venable is pleased to announce the addition of two attorneys to our Intellectual Property Division. **Annette Kwok** joins the Patent Prosecution and Counseling group as an associate and brings eight years' experience in prosecuting patent applications in the areas of chemistry and materials science. She has

worked with both U.S.-based and international clients at previous firms on patent applications, patent searches, opinions, and overall intellectual property strategies. Before law school, Annette worked for three years as a Research Associate for Johnson & Johnson Pharmaceutical R&D, LLC in San Diego, CA. She is an inventor on six chemical patents. Associate **Trent Ostler** joins Venable from another firm where he prosecuted applications in the fields of mechanical engineering, electrical engineering, computer engineering, and software. He also worked as a Bioinformatics Software Engineer at the Harvard Medical School, and worked for Cardinal IP performing PCT patentability searches and preparing draft PCT patentability opinion drafts to be used by Examiners at the USPTO.

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