

David C. Johnson Speaks at INTA's 2025 Trademark Administrators and Practitioners (TMAP) Meeting in Berlin



September 30, 2025 | **PRESS RELEASES**

Lippes Mathias LLP partner David C. Johnson recently spoke at the International Trademark Association's 2025 Trademark Administrators and Practitioners (TMAP) Meeting, held September 28–30 in Berlin, Germany.

Johnson participated in a session titled “Co-Branding, Licensing, and Influencer Partnerships—Legal and Strategic Considerations.” The panel examined the legal and reputational risks that arise in influencer collaborations and brand partnerships, offering practical insights into structuring co-branding and licensing deals. Panelists discussed real-world examples and shared guidance for legal and marketing professionals navigating this evolving landscape.

About David C. Johnson

David Johnson, a partner in the firm's Intellectual Property Team, focuses his practice on helping businesses manage complex brand issues through intellectual property strategies, prosecution, and enforcement. His clients have ranged from pre-launch start-ups to Fortune 100 companies. He works on a variety of branding and technology-related matters, including social media and advertising, marketing, privacy, product and packaging claims review, and intellectual property transactions.

Dave draws on his in-house legal and business experience to help clients plan their long-term business goals and tolerances for risk in strategically managing, building, and protecting multi-national intellectual property portfolios. He also has experience guiding clients through a wide range of commercial transactions, including IP acquisitions and licensing, influencer engagements, and publishing agreements.

Dave advises influencers and brands working with influencers on their disclosure requirements, licensing, merchandising, and engagement agreements.

In his consumer privacy practice, Dave counsels clients on the development of privacy compliance programs, privacy notices, contract remediation, and other issues related to obligations under US privacy laws and the extraterritorial aspects of international privacy laws affecting US businesses.

While earning his J.D. from William & Mary Law School, Dave served as Executive Editor of the William & Mary Business Law Review, Staff Editor of the William & Mary Brigham-Kanner Property Rights Conference Journal and was a member of the Business Law Field Consultancy Clinic at William & Mary's Mason School of Business.

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