

Intellectual Property Attorney David C. Johnson to Speak at AIPPI 2026 World Congress in Hamburg



October 7, 2026 | **PRESS RELEASES**

Lippes Mathias partner [David C. Johnson](#), a member of the firm’s [intellectual property practice team](#), will speak at the International Association for the Protection of Intellectual Property (AIPPI) 2026 World Congress in Hamburg, Germany, where he is scheduled to appear on Oct. 9 for a panel titled “When the Logo Wins: Figurative Elements in Confusion and Distinctiveness.”

Dave’s panel will address how decision makers across jurisdictions weigh figurative components — including logos, graphic devices, stylized lettering, and composite marks — against word elements when assessing distinctiveness and likelihood of confusion. The panel will provide a comparative overview of these approaches, examine practical consequences for prosecution and enforcement, and explore whether emerging trends point toward greater convergence in global trademark strategy.

AIPPI is a politically neutral, nonprofit association based in Switzerland with more than 8,000 members from more than 110 countries. The annual World Congress draws up to 2,000 attendees.

About David C. Johnson

Dave Johnson, a partner in the firm's intellectual property team, focuses his practice on helping businesses manage complex brand issues. His clients have ranged from pre-launch start-ups to Fortune 100 companies across the beauty, fashion, media, food & beverage, sports, and entertainment industries. In addition to working with clients to refine their strategies for the prosecution, management, and enforcement of their intellectual property, Johnson counsels clients on the range of consumer-facing aspects of their business where they might experience operational and reputational harm, including social media and advertising, marketing, promotions, privacy, product and packaging claims review, licensing, commercial contracts (including manufacturing and distribution), and intellectual property acquisitions.

Johnson advises influencers, authors, athletes, and other endorsers, as well as the brands working with those endorsers, on advertising compliance obligations, licensing, merchandising, and engagement agreements.

He also brings cross-industry and multi-disciplinary experience to counsel clients as they grow and their businesses evolve, with a focus on strategically shoring up the issues important to investors, acquirers, and the continued expansion of their brands.

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

While earning his J.D. from William & Mary Law School, Johnson 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.

About Lippes Mathias LLP

Lippes Mathias is a full-service law firm ranked among the top 200 law firms in the U.S. by size, with nearly 230 attorneys serving clients regionally, nationally, and internationally. With offices in Buffalo, Clarence, Albany, Long Island, New York, Rochester, Syracuse, and Saratoga Springs, N.Y.; Greater Toronto Area; Chicago, Ill.; Jacksonville, Tampa Bay, and West Palm Beach, Fla.; Cleveland, Ohio; San Antonio, Texas; Oklahoma City, Okla. and Washington, D.C., the firm represents publicly and privately-owned companies, private equity and venture capital firms, independent sponsors, real estate developers, financial institutions, municipalities, governmental entities, and individuals.

Year after year, Lippes Mathias is proud to be recognized by The Best Lawyers in America®, U.S. News - Best Lawyers®, Super Lawyers, and Chambers USA. For more information, visit www.lippes.com.

Related Team



David C. Johnson

Partner

New York: Albany, Buffalo, Clarence, Long Island, New York City, Rochester, Saratoga Springs, Syracuse // Florida: Jacksonville, Tampa Bay, West Palm Beach
Illinois: Chicago // Ohio: Cleveland // Oklahoma: Oklahoma City // Ontario: Greater Toronto Area // Texas: San Antonio // Washington, D.C.

Attorney advertising: Prior results do not guarantee a similar outcome.