Editor's Introduction to the 2026-2027 Edition

Intended to provide you with a basic working knowledge of the field, Corporate Counsel's Guide to Intellectual Property offers practical guidance on protecting and enforcing intellectual property rights. This update highlights noteworthy developments in trademarks, copyrights, and trade secrets.

Highlights of the 2026-2027 edition include:

- New caselaw on Lanham Act false advertising claims, including *Vericool World, LLC v. Igloo Products Corp.* (§ 2:29), which held that alleged misrepresentations about being first to market do not constitute actionable product characteristics or qualities.
- Enhanced discussion on trademark counterfeiting, including *POP MART Americas Inc. v. 7-Eleven, Inc.* (§ 3:3), involving alleged counterfeit LABUBU collectibles and emphasizing the irreparable harm resulting from counterfeit sales.
- *Clemente Properties, Inc. v. Pierluisi-Urrutia* (§ 3:15), a First Circuit case which discussed trademark rights associated with a celebrity persona and related sovereign immunity issues.
- *Yonay v. Paramount Pictures Corp.* (§ 9:14), reaffirming substantial-similarity principles and concluding that Top Gun: Maverick did not infringe protected expression from the underlying magazine article.
- *Rearden, LLC v. Walt Disney Pictures* (§ 9:49), examining vicarious copyright liability and a party's practical ability to supervise allegedly infringing conduct.
- *Motorola Solutions, Inc. v. Hytera Communications Corp. Ltd.* (§ 10:57), which highlights significant trade secret royalty and contempt remedies.