

Bruce R. Ewing

Partner

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New York – 212.415.9206



Bruce handles complex intellectual property and commercial disputes that are critical to his clients.

Bruce has over thirty years of experience specializing in the litigation of intellectual property disputes, primarily focusing on trademarks and copyrights. He has represented numerous companies, both large and small, in the prosecution and defense of claims for trademark and trade dress infringement, trademark counterfeiting, trademark dilution, cybersquatting, copyright infringement and false advertising.

Bruce also specializes in commercial disputes involving intellectual property, with a particular focus on licensing matters. Bruce has represented numerous suppliers and manufacturers of apparel, accessories, jewelry and related items, as well as theatrical producers, publishers and entertainment figures, in commercial cases involving claims for breach of contract, fraud, tortious interference and related causes of action.

Bruce is also a member of the Commercial and Consumer Arbitration Panels of the American Arbitration Association. Bruce has served as an arbitrator in multiple proceedings, mostly involving intellectual property matters and related contract / commercial disputes.

Other experience includes counseling regarding various intellectual property matters, the prosecution of applications for trademark and copyright registration, licensing matters, the preparation of rules for contests and sweepstakes, and a broad range of general commercial and contract litigation. Bruce has previously held significant leadership roles within the firm, including serving as the head of the Trial Department in the New York office and as Co-Chair of the firm's Intellectual Property Litigation practice group.

Select Experience

- *Ultra Records, Inc. v. Ultra International Music Publishing, LLC*, 22-cv-9667 (AS),

Education

- Columbia Law School (J.D., 1992)
- Brown University (B.A., 1988)

Bar Admissions

- New Jersey
- New York

2025 U.S. Dist. LEXIS 33338 (S.D.N.Y. Feb. 25, 2025) (obtained plaintiff's verdict on claims for trademark infringement, unfair competition and dilution after six-day jury trial and subsequent bench proceeding; permanent injunction enjoining future use of ULTRA trademark issued)

- *GROWMARK, Inc. v. Serrala Group GmbH*, 2024 TTAB LEXIS 306 (TTAB 2024) (sustaining opposition filed by owner of FS trademark and directing refusal of application to register)
- *GROWMARK, Inc. v. FS Vector, LLC*, 2024 TTAB LEXIS 196 (TTAB 2024) (sustaining opposition in substantial part brought by owner of well-known FS trademark)
- *Synergy Microwave Corp. v. Institute of Electrical and Electronics Engineers, Inc. et al.*, 2023 N.J. Super. Unpub. LEXIS 19 (App. Div. 2023) (affirming dismissal of contract and tort claims brought against non-profit membership organization and individual volunteers)

Court Admissions

- U.S. Supreme Court
- U.S. Court of Appeals for the Second, Fourth, Ninth, Tenth, and Federal Circuits
- U.S. District Courts for the Southern, Eastern, Northern, and Western Districts of New York, the District of New Jersey, and the Eastern and Western Districts of Michigan

Professional Affiliations

- Chair, INTA International Amicus Committee, 2006-2007
- Vice Chair, INTA International Amicus Committee, 2004-2005
- Member, INTA Select Committee on the Federal Trademark Dilution Act, 2003
- Panel Member, American Arbitration Association, 2024-2026



Accolades

- *Chambers USA*, Intellectual Property: Trademark, Copyright & Trade Secrets, New York, 2010-2026
- *Best Lawyers in America*®, 2005-2026
- *New York Metro Super Lawyers*®, 2006-2026
- *World Trademark Review 1000 – The World's Leading Trademark Professionals*, Leading Practitioner, 2013-2026
- *Managing IP*, IP Star, 2019-2025

Additional Information

- Principal Author of amicus briefs filed on behalf of International Trademark Association in *Dastar Corp. v. Twentieth Century Fox Film Corp.*, 540 U.S. 806 (2003) (limiting applicability of claims for reverse passing off under Lanham Act section 43(a))
- *ITC, Ltd. v. Punchgini, Inc.*, 9 N.Y.3d 467, 880 N.E.2d 852 (2007) (specifying contours of New York law of unfair competition as applied to well-known marks used only overseas but possessing a reputation in New York)

Select Presentations

- Speaker, Practicing Law Institute, “Understanding the Intellectual Property License,” New York, New York, 2012-2017; Chair 2018-2023

Insights

November/December 2023

Lies Without Consequences? The Federal Circuit Seems to Think So, When it Comes to Incontestability - IP Litigator

May 22, 2023

Dorsey Partner Bruce Ewing Comments on Supreme Court's Warhol Case

May 20, 2023

Dorsey Partner Bruce Ewing Discusses the Supreme Court's Warhol Ruling

May 18, 2023

Dorsey Partner Bruce Ewing on the Supreme Court Finding Copyright Violation in Warhol Prince Art

May 18, 2023

Dorsey Partner Bruce Ewing Discusses SCOTUS Warhol Ruling and Implications

May 18, 2023

Dorsey Partner Bruce Ewing on SCOTUS Ruling Against Warhol Foundation on Fair Use

May 18, 2023

Dorsey Partner Bruce Ewing Remarks on the Supreme Court Warhol Ruling

January/February 2023

Copyright Litigation, IP Litigator Volume 29, Number 1

April 23, 2020

Dorsey Partner Bruce Ewing Remarks on Romag Fasteners v. Fossil Group

December 11, 2019

Dorsey Partner Bruce Ewing Comments on PTO Can't Recover Lawyers Fees

March 29, 2019

Dorsey Partner Bruce Ewing Comments on PDP Gaming Copyright Suit

March 4, 2019

Dorsey Partner Bruce Ewing comments on Fourth Estate v. Wallstreet.com

March 4, 2019

Dorsey Partner Bruce Ewing Comments on High Court Limiting Costs of Copyright Cases

February 14, 2018

Dorsey Partner Bruce Ewing Comments on Aerogroup Bankruptcy Proceedings