



**“Cheers! A Review of 2015 Trademark Cases Involving Beer, Wine, and Spirits”
Featuring Maxim A. Voltchenko, Christiane Schuman Campbell,
and Peter J. Kraybill**

Date: February 18, 2016, 5:30 p.m.
Venue: Duane Morris LLP
30 South 17th Street
Philadelphia, PA 19103



Maxim A. Voltchenko, Special Counsel, Duane Morris LLP

Maxim ("Max") A. Voltchenko focuses on trademark counseling, clearance, registration, enforcement (infringement) matters in the U.S. and abroad, copyrights, trade secrets, intellectual property licensing and all Russia-related legal matters. Max litigates cases in U.S. federal district courts and state courts, and represents trademark owners in proceedings before the U.S. Patent and Trademark Office's Trademark Trial and Appeal Board. He also handles matters involving software licensing, e-commerce and Internet use and abuse, including counselling on new generic top level domains (gTLDs) and representing parties in proceedings under ICANN's Uniform Domain Name Dispute Resolution Policy.

Mr. Voltchenko has represented corporate and individual clients in both United States and Russia since 1997, across various industries including software, home furnishings, business management consulting, wine and spirits, apparel and entertainment. Admitted in Pennsylvania, New York and Russia, Mr. Voltchenko counsels clients on protecting their intellectual property in the U.S., Russia and worldwide, including under the Madrid filing system. Mr. Voltchenko

represents start-ups and individual entrepreneurs as well as established companies and multinationals.

Max has authored articles and blog postings, in Russian and English, on various legal issues and spoken at conferences including at Annual Conference of Licensing Executives Society International (LESI) in Moscow, Russia in May 2014 and at the Independent Software Developers Forum (ISDEF.org) in Moscow, Russia in September 2013 and 2015. Mr. Voltchenko is a member and actively participates in the International Trademark Association (INTA). He has moderated table topics and roundtables, and is a member of the 2014-2015 and 2016-2017 INTA Legal Practice Resources Committee.

Mr. Voltchenko is a graduate of Rutgers University School of Law—Camden (J.D.) and Temple University School of Law (LL.M., LL.M. in Taxation), Central European University in Budapest, Hungary (Master's Degree in International Business Law) and Tomsk State University in Russia (LL.B.).



Christiane Schuman Campbell, Partner, Duane Morris LLP

Christiane Schuman Campbell practices in the area of intellectual property law. Ms. Campbell has extensive experience with trademark maintenance and enforcement, including enforcement over the Internet. She has handled domain name disputes in federal court and before arbitration panels under ICANN 's Uniform Domain Name Dispute Resolution Policy. She has litigated issues of trademark and trade dress infringement, unfair competition, anti-cybersquatting, copyright and licensing disputes in federal court. Her trademark litigation experience also includes opposition and cancellation actions before the TTAB and collaborating with counsel outside the U.S. on foreign opposition and cancellation actions. She has represented numerous client trademark applicants in ex parte appeals before the TTAB to overcome final refusals of trademark registration. She has also argued more than thirty UDRP (Uniform Domain Name Dispute Resolution Policy) cases before the National Arbitration Forum (NAF) and World Intellectual Property Organization (WIPO), resulting in transfers and cancellations of subject domain names.

Ms. Campbell has experience performing due diligence for companies acquiring IP assets out of bankruptcy, and implementing assignments of marks and licenses back from IP holding companies. Her anti-counterfeiting experience includes the development and implementation of surveillance programs for the seeking out and prosecution of vendors offering counterfeit and gray market goods on the Internet, mainly in the high-end fashion and consumer electronics industries. She also has experience with the recordation of trademark registrations through U.S. Customs and Border Patrol to stop the importation of counterfeit or infringing goods at the U.S. Border.

Ms. Campbell has represented clients' intellectual property interests in contentious proceedings outside the United States, including in: Australia, Bahrain, Brazil, Canada, Chile, China, Columbia, European Union, Egypt, Hong Kong, Hungary, India, Indonesia, Israel, Japan, Jordan, South Korea, Kuwait, Macao, Mexico, Malaysia, Morocco, New Zealand, Norway, Oman, Pakistan, Philippines, Qatar, Saudi Arabia, Singapore, Taiwan, Thailand, Turkey, UAE, United Kingdom, and Venezuela. Some of these cases involved concurrent proceedings in up to twenty jurisdictions. She has managed and coordinated global strategy, and worked closely with local counsel to execute appropriate actions in each jurisdiction. Ms. Campbell has particular experience and expertise in representing clients' trademark interests in China, where

unauthorized third parties register clients' trademarks as their own and record the trademarks with Chinese Customs in an attempt to prevent clients' manufacture, distribution, and/or export of legitimate products bearing their trademarks. She is also a member of the firm's Cuba Business Group.

Ms. Campbell is a member of the International Trademark Association, the American Intellectual Property Law Association, and the Association of Trial Lawyers of America. Recently, she was named Chair of the Pennsylvania Bar Association's Intellectual Property Section. She is a 2005 graduate of Franklin Pierce Law Center, where she obtained both a J.D. and a master's degree in Intellectual Property, and a graduate of Bucknell University.

Ms. Campbell is also a successful amateur equestrian, competing on the United States Equestrian Federation's national circuit. She is nationally ranked and has competed at prestigious national qualifying competitions up and down the East coast.



Peter J. Kraybill, Partner, Gibbel Kraybill & Hess

As chair of the Corporate and Organizations Practice Group, Peter addresses the legal needs of businesses and nonprofits from formation through sale or dissolution, as well as many substantive issues in between. Peter creates solutions for his clients in a variety of areas including enforceable contracts, real estate transactions, asset purchases, leasing, distribution, invoicing, collections, transfers of business interests, and estate planning for business owners. He also represents clients in matters involving brand name and trademark protection, filing more than 60 trademarks and in 2014 ranking among the top 5,000 most active correspondents to the USPTO. In his nonprofit practice, Peter brings extensive experience counseling clients on how to obtain and maintain federal tax exempt status, and addresses other general nonprofit matters.

Peter also practices in the area of Estate Planning and Administration. He is able to help individuals with specific estate planning needs, so as to reach those goals determined by each client in a cost-effective manner.

Prior to joining our firm, Peter practiced law in Harrisburg with a Pittsburgh-based law firm and in Moscow, Russia, with a Chicago-based international law firm. He speaks Russian fluently and is conversant in Spanish.

Peter is a 1993 graduate of Lancaster Mennonite High School. He is married and has two children.

- **Education**

- The Pennsylvania State University, Dickinson School of Law, J.D.
- Eastern Mennonite University, B.A., summa cum laude

- **Clerkships**

- Law clerk for Federal Bankruptcy Judge Robert J. Woodside, Middle District of Pennsylvania Bankruptcy Court, 2000-2001
- Law clerk for Cumberland County President Judge George Hoffer, 1999-2001

- **Professional Affiliations**

- Lancaster Bar Association, Lawyer Referral Service Committee and Past Real Estate Section Chair
- Pennsylvania Bar Association
- Ben Franklin American Inn of Court for Intellectual Property Attorneys

- **Bar Admissions**

- Pennsylvania
- U.S. District Court for the Middle District of Pennsylvania
- U.S. District Court for the Eastern District of Pennsylvania
- U.S. Tax Court