

Susan E. Clady

Intellectual Property Group Lead - Trademarks

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Overview

Susan focuses her practice on trademark, copyright and e-commerce matters, particularly the selection, clearance and adoption of trademarks, the preparation of trademark and copyright applications, and trademark and copyright prosecution.

In working widely with trademarks, Susan has gained considerable experience with managing trademark portfolios that range in size from a few U.S. trademarks to extensive national and international portfolios containing numerous marks. Management of these portfolios involves counseling clients regarding international filing options, including country specific applications, European Union applications and international applications. It also includes advising clients concerning which marks to maintain - due to current use, anticipated use, or preventative registration - and which marks to abandon due to changes in the client’s product lines.

Representative Matters

- Represented various trademark owners in Opposition and Cancellation proceedings before the Trademark Trial and Appeal Board.
- Represented client as defendant in trademark infringement litigation before the court and as opposer in Opposition proceeding before the Trademark Trial and Appeal Board. Court dismissed opponent's case with prejudice and the Board refused registration of opponent's trademark
- Counseled clients regarding selection, use and transfer of domain names.
- Represented domain name holder in dispute over registration of domain name; negotiated favorable settlement for domain name holder.

- Prosecute trademark and service mark applications before the U.S. Patent and Trademark Office.
- Counseled clients on the selection and adoption of trademarks, service marks and trade names.
- Counseled various clients on legal issues arisng in web site development, safe harbor protections, and domain name protections.
- Counseled clients on licensing and assignment issues.

Credentials

EDUCATION

- The Ohio State University, 1993, B.A., *summa cum laude*, Criminal Justice and Criminology
- The Ohio State University, Moritz College of Law, 1996, J.D.
  - Order of the Coif
  - With honors
  - Managing Editor, The Ohio State Law Journal

BAR & COURT ADMISSIONS

- Ohio
- U.S. District Court for the Northern District of Ohio

Memberships

- Member, Cleveland Intellectual Property Law Association
- Member, American Bar Association
- Member, International Trademark Association, Young Practitioners Committee
- Secretary, Cleveland Intellectual Property Law Association (2008-2010)
- Member, International Trademark Association; Moot Court Competition Coordinating Committee (2006-2013)
- Adjunct Assistant Professor of Law, Case Western Reserve University School of Law-Trademark Law (2001-2002)

News & Insights

- 3iP Practice Group Names New Vice-Chairs and Practice Area Leads
  October 30, 2023 | Announcements

- Brexit's Effect of Intellectual Property Rights
  October 30, 2023 | Client Alerts & Insights
- Clady Named Partner at Benesch
  October 30, 2023 | Press Releases
- Benesch’s 2nd Annual 3D Printing Seminar (A Summary Report)
  October 30, 2023 | Announcements
- Protecting Your Valuable Trademark Rights Under The New Internet Regime For Generic Top Level Domains
  October 30, 2023 | Client Alerts & Insights
- 3D Printing - A Fast Moving Market | 3D Printing Quarterly Report Q3 - 2016
  October 30, 2023 | Contributed Content & Presentations
- 3D Printing - A Fast Moving Market | 3D Printing Quarterly Report Q2 - 2016
  October 30, 2023 | Client Alerts & Insights
- 3D Printing Quarterly Report | Q4 2016
  October 30, 2023 | Client Alerts & Insights
- My Benesch My Team - SPIRE
  January 31, 2022 | My Benesch My Team: Client Feature Ads

Speaking & Events

PAST EVENTS

- Cultural Competency and Working with Foreign Counsel | Susan E. Clady, Julie R. Fenstermaker, Angela R. Gott
  April 4, 2024 | Speaking Engagement