

Britt Anderson Quoted Multiple Publications Regarding SCOTUS Ruling on the Lanham Act

Partner Britt Anderson was quoted in multiple publications regarding the US Supreme Court's ruling on *Abitron Austria GmbH v Hetronic International Inc.* that federal trademark law cannot be applied to foreign conduct.

The decision "does significantly narrow the Lanham Act and its application" when U.S. companies "are pursuing foreign defendants, where all or part of the activity may be taking place in foreign countries," said Britt Anderson of Perkins Coie LLP.

However, he said it also illustrates that brand owners can avoid having to confront that issue by securing foreign trademark protection, "protecting their assets where they're doing business or where they have customers, and enforcing and maintaining those rights vigorously." (*Law360*)

07.06.2023 - *Managing IP* - "[SCOTUS Hetronic Ruling Leaves Brands with Depleted War Chest](#)"

06.30.2023 - *World Trade Review* - "[US Supreme Court's Abitron Ruling Clarifies Extraterritorial Reach of Lanham Act, but Key Questions Remain](#)"

06.29.2023 - *Law360* - "[High Court Makes It Harder To Stop Foreign Counterfeit Goods](#)"

Contact



[Britt L. Anderson](#)

Partner

BAnderson@perkinscoie.com [650.838.4835](tel:650.838.4835)

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