

In The News

Akerman Partner Marc Lieberstein Elected to INTA Board of Directors

November 15, 2024

Marc Lieberstein, an intellectual property and a franchise and licensing partner, has been elected to serve on the International Trademark Association's (INTA) Board of Directors for a three-year term beginning January 2025.

INTA is a global association of brand owners and professionals dedicated to supporting trademarks and related intellectual property to foster consumer trust, economic growth, and innovation, with more than 7,200 members in almost 200 countries. As a board member, Marc will help shape INTA policies, cultivate future leaders of the organization, and serve as an ambassador to the membership at large, government officials, and both IP and non-IP organizations.

Marc has served INTA in various capacities for over 20 years, including as a Sub-Committee Chair of INTA's Commercialization of Brands Committee and ADR Committee, and most recently as a member of its Brands for a Better Society Committee and Brands & Innovation Committee. In 2015, INTA awarded Marc with its Volunteer Service Award in the Advancement of Committee or Subcommittee Objectives.

Marc focuses his practice on intellectual property licensing and franchising, including the drafting, negotiation, and enforcement of license and

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Marc A. Lieberstein

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franchise documents and agreements, as well as the implementation of branding and commercialization objectives for clients via licensing and franchising. He serves clients in the retail/consumer goods and services, fashion/apparel and accessories, food and beverage, and commercial/industrial design industries, among others. Marc regularly counsels clients on creating effective strategies for procuring, protecting, and enforcing their global intellectual property assets. Marc also has participated in and used alternative dispute resolution forums such as arbitration and mediation to enforce intellectual property rights and resolve license and franchise contractual disputes.