

People



## Mark D. Passler

Partner, Intellectual Property

West Palm Beach

T: +1 561 671 3670

[mark.passler@akerman.com](mailto:mark.passler@akerman.com)

vCard

Mark Passler advises senior managers, brand managers, in-house counsel, technology transfer professionals, and inventors on intellectual property and entertainment law matters. He routinely assists clients in procuring, licensing, and enforcing patent, trademark, and copyright rights. Mark also conducts intellectual property due diligence for complex mergers, acquisitions, and other intellectual property transfers. In addition, he has extensive experience negotiating complex agreements with music publishing companies, record companies, motion picture production companies, television networks, independent content providers, and aggregators. Mark also represents recording artists and songwriters in connection with recording, publishing, merchandising, sponsorship, and endorsement agreements. His practice includes preparing and negotiating website, software development, and other technology agreements, as well as advising clients on new business models.

### Notable Work

- Representation of a world-renowned multi-platinum recording artist in connection with its reunion tour and new studio album, including the negotiation of numerous contractual agreements, and the policing of its trademark rights.
- Representation of a professional sports organization before the Trademark Trial and Appeal Board of the United States Patent and Trademark Office in connection with the enforcement of its trademark rights, and internationally in connection with more than a dozen trademark infringement matters.
- Representation involving settlement of a complex patent infringement suit relating to chemical products and methods.
- Representation of a financial institution in connection with the loan of more than \$10 million dollars to acquire a music publishing catalog.
- Representation involving assisting several clients with the establishment of independent record labels, one of which is

### Areas of Experience

Intellectual Property  
Intellectual Property Licensing  
Intellectual Property Transactions and Due Diligence  
Patent Litigation  
Patent Prosecution and Portfolio Management  
Trademarks  
Alcohol Beverage  
Copyrights  
Venture Capital and Emerging Growth Companies  
Franchise and Licensing  
Hospitality  
Hospitality Dispute Resolution  
Intellectual Property Litigation  
Internet Law  
Restaurant  
Data Centers and Digital Infrastructure  
Japan  
Gaming Law

### Education

M.S., University of Massachusetts, Biological Sciences, 1998  
J.D., University of Miami School of Law, 1995  
B.B.A., University of Texas, Mechanical Engineering and Business Management, 1992

### Admissions

#### Bars

Florida  
District of Columbia  
Texas  
U.S. Patent and Trademark Office

#### Courts

U.S. Court of Appeals, Armed Forces  
U.S. Court of Appeals, Federal Circuit  
U.S. Court of Appeals, Eleventh Circuit

owned by an international corporation that is a leader in the entertainment industry.

- Representation of a company in connection with the acquisition of a restaurant chain for more than \$250 million dollars.
- Representation including filing patent applications for actors and recording artists in the music and motion picture industry, including applications relating to new systems of delivering content, and new systems for tracking audience preferences.
- Representation involving a company in connection with the acquisition of a television production copyright and trademark assets for several hundred million dollars.
- Representation involving enforcement of trademark rights for a sports industry client against several Fortune 100 companies.
- Representation including managing the worldwide intellectual property portfolios of numerous clients in the service, consumer products, sports and entertainment, biomedical, pharmaceutical and other technological industries.
- Representation involving settlement of a federal trademark suit for a client enforcing its color trademark rights.

## Related Professional Experience

- Captain, USAF, United States Air Force's Electronic Systems Center, 1995-1999
- Special Assistant United States Attorney's Office, District of Massachusetts, 1996-1999

## Published Work and Lectures

- 2016 INTA Annual Meeting, Moderator, "Free Speech and Trademark Law: A Survey of Recent and Relevant Cases from United States, Japan and Norway Concerning Speech, Expression and Trademark Protection," May 22, 2016
- 27th Annual North American Entertainment, Sports & IP Law Summit, Moderator, "Patent Litigation," November 2015
- 26th Annual North American Entertainment, Sports & IP Law Summit, Moderator, "Patenting Entertainment-Based Technology," November 2014
- 25th Annual North American Entertainment, Sports and Intellectual Property Law Conference, Speaker, "Don't Get Burned - Due Diligence and Audits in Licensing and Transactions," November, 2013
- *Daily Business Review*, Co-Author, "Startups Must Consider Protecting for Their Top Asset," November 2013

## Affiliations

- Federal Circuit Bar Association, Member
- International Association for the Protection of Intellectual Property (AIPPI), Member
- International Trademark Association, Member
- The Florida Bar, Entertainment & Sports Law Section, Member

## Honors and Distinctions

- *Chambers USA*, 2020-2024, Ranked in Florida for Intellectual Property
- *World Trademark Review 1000*, Named a Recommended Expert, 2015
- *Best Lawyers*, 2016-2025, Listed in Florida for Patent Law and Trademark Law

U.S. District Court, Eastern District of Texas  
U.S. District Court, Middle District of Florida  
U.S. District Court, Southern District of Florida  
U.S. Supreme Court

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## Related Content

*Chambers USA* Ranks Akerman Among the Nation's Best Law Firms in 2024  
June 06, 2024

Record Number of Akerman Lawyers Named to *The Best Lawyers in America* 2024 Guide  
August 22, 2023

Akerman Once Again Ranked Among the Best in the United States by *Chambers USA*  
June 06, 2023

- *Daily Business Review*, 2013-2017 Litigation Department of the Year for Intellectual Property
- *South Florida Business Journal*, 2009, Key Partner Award, Intellectual Property and Technology
- *Florida Trend* 2006, Listed in the “Legal Elite”