



Suzanne K. Ketler

Member

Cleveland

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Practice Focus

- Intellectual property
- Trademark, branding, and e-commerce strategies
- Intellectual property litigation and dispute resolution
- Copyrights
- Portfolio management

Suzanne is a Member in the Intellectual Property Department at McDonald Hopkins. She is an experienced domestic and international trademark attorney who provides clients with strategic analysis for the development and protection of their intellectual property rights and brands. Her practice includes managing complex trademark portfolios for clients in various industries, including manufacturers, retailers, utility companies, financial companies, media companies, health care organizations, health insurance providers, nonprofit organizations, educational institutions, food and beverage companies, and other large and small businesses. Suzanne regularly advises clients on trademark selection, clearance, protection, enforcement, and related branding strategies. She also represents and obtains successful outcomes for clients in intellectual property disputes, including trademark opposition and cancellation proceedings, UDRP proceedings, and trademark, trade dress, and copyright infringement cases. Her expertise in trademark law helps her assist clients in overcoming difficult and complex office actions, and in obtaining registration of desired trademarks on a regular basis.

In her practice, Suzanne also assists clients with copyright registration and effective copyright protection and enforcement. She negotiates and drafts software licensing and service agreements that are advantageous for clients, and can assist clients with all legal aspects of setting up and launching online and internet-based businesses. Suzanne handles all legal aspects of publishing and media production for her clients' creative endeavors and also assists in the development and implementation of privacy and cybersecurity policies.

Suzanne earned her J.D. from Northwestern University School of Law and her Ph.D. from the University of Pittsburgh. She completed a B.A. at Northwestern University.

Representative Cases/Matters

- Managed the day-to-day workings of a large and complex international trademark portfolio for a multinational manufacturing company and advised that client with respect to all trademark issues and strategies, including the clearance, prosecution, protection, and enforcement of trademarks
- Manages the day-to-day workings and “big-picture” strategies for the domestic trademark portfolios of a

number of clients in a wide variety of industries and fields, and handles the clearance, prosecution, protection, and enforcement of trademarks for these clients

- Represented a multinational manufacturing client in numerous US and foreign trademark opposition and cancellation proceedings to protect a number of its marks, including those brought under the “family of trademarks” doctrine
- Represented a tool manufacturing company in its enforcement of its trade dress rights in a valuable product design in federal court, with a 100% success record in obtain favorable and cost-effective settlements for this client, including complete cessation of use of the design by the defendant in all cases
- Represented a franchising company in fending off a frivolous trademark infringement claim threatened against it by filing a claim for declaratory judgment, and obtaining favorable settlement and reimbursement of client’s attorneys’ fees in the case
- Advised and counseled various clients on IP aspects of mergers, acquisitions, and other transactions, conducted due diligence on IP for such transactions, and drafted and recorded IP transfer documents for them
- Audited copyright practices and rights for a marketing and consulting company client and provided them with a plan for best practices to protect their original creative works and to avoid infringement of the materials of others
- Represented several clients, including a large manufacturing company and a health insurance provider, in numerous Uniform Domain Name Dispute Resolution Policy (UDRP) proceedings, obtaining transfer of the subject domain names from the infringers every time
- Represented a utility company in a federal court action for trademark infringement, which resulted in prompt and efficient settlement that met all client demands and resulted in complete cessation of use of client trademarks by infringer
- Advised and represented a world-renowned health care institution in the clearance, prosecution, and protection of its trademarks, and managed the trademark portfolio for that same institution
- Represented a media production company in the prosecution and protection of its famous trademarks worldwide, as well as in the worldwide protection and enforcement of its copyrights in its best-selling motion pictures and audio CDs
- Represented a variety of small businesses in the sale, assignment, and licensing of domain names, trademarks, and copyrights
- Represented numerous clients in the negotiation, drafting, and finalization of software and technology licensing agreements
- Represented numerous clients in development, services, and licensing agreements related to their mobile apps
- Represented numerous small business clients in negotiations with web developers for development of their e-commerce websites and advised on all legal matters related to the same

Admissions - Court

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

Admissions - State

- Ohio

Education

- Northwestern University School of Law
- University of Pittsburgh
- Northwestern University

Professional Membership

- Ohio State Bar Association
- Ohio State Bar Foundation Fellow
- Ohio Women's Bar Association
- International Trademark Association (INTA)

Public Service and Volunteerism

- Athena Leadership Awards Sponsorship Committee (2019)
- Women's Endowment Fund SHERO Ambassador (2019)
- Greater Akron Chamber of Commerce, KNOW on the Go Co-Facilitator (2018-2019)
- Athena Powerlink Award Recipient Advisory Boards (2010-2011; 2015-2016)
- Judith A. Resnik Scholarship Committee (2015)
- INTA New Content Subcommittee (2010-2012)

News

- McDonald Hopkins welcomes experienced trademark attorney Suzanne Ketler as member in Cleveland