

Bob Felber

PARTNER



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Bob Felber counsels companies on the selection, registration, maintenance and enforcement of intellectual property rights. His practice is focused on helping clients establish domestic and international brand protection programs and resolve intellectual property disputes related to trademarks, copyrights and domain names.

Domestic and international companies seeking to expand or protect their intangible assets entrust their intellectual property matters to Bob. Known by his peers and clients to be an accessible, approachable, and practical communicator, Bob serves intellectual property clients by translating complex legal issues into digestible narratives. Value and service are key components of Bob's practice and leadership.

Clients who rely upon Bob's experience in clearing, securing, protecting, and defending company intellectual property include:

- Hospitality companies
- Manufacturers
- Retailers
- Healthcare companies

From family-owned, privately-held companies to multi-billion dollar publicly traded companies, clients turn to Bob to assist in selecting, registering, maintaining and enforcing their brand names both in the U.S. and throughout the world. The trademark extranet he developed provides a private, secure network, available 24 hours a day, through which clients can access updated information regarding their trademark portfolios in real time.

Franchise agreements are complex and highly regulated forms of trademark, service mark and trade secret license agreements. Bob also counsels franchisors and guides them through the federal and state maze of franchise laws and regulations.

Clients appreciate the flexibility that Bob has provided through alternative fee arrangements. His willingness to be candid about fees and the client's cost sensitivities lays the foundation for long-term client relationships.

Prior to focusing his career in the field of intellectual property, Bob's legal practice centered on corporate and securities transactions, including the formation of companies, securities offerings, and asset and stock purchase and sale transactions. This background outside the intellectual property area helps Bob understand IP as it fits into the larger context of clients' corporate transactions.

EXPERIENCE

- Assist Tractor Supply Company with its private label trademark portfolio and provide counsel regarding the selection, clearance, registration and enforcement of trademarks.
- Assist Pacific Market International, LLC with its worldwide trademark portfolio for various food and beverage containers and with trademark infringement actions and domain name disputes.
- Assist VitalSource Technologies's digital publishing business with its trademark portfolio, trademark infringement actions and domain name disputes.
- Assist Athlon Sports Communications, Inc. with compliance issues related to data and privacy policies and copyright agreements.
- Assists GoNoodle with a full range of intellectual property services.
- Provides counselling with regard to the selection, clearance, registration of trademarks, assistance with trademark infringement actions and disputes, and assistance with branding.
- Assist LifePoint Health, Inc. with various intellectual property matters, including the management of its trademark portfolio and cybersecurity matters.

EDUCATION

- J.D., *magna cum laude*, University of Illinois College of Law, 1984
 - Order of the Coif
 - Salutatorian
 - Rickert Award for Excellence in Academic Achievement
- A.A., with highest honors, Springfield College, 1979
- B.A., with highest honors, Southern Illinois University, 1981

RECOGNITIONS

Chambers USA: America

- Ranked in Intellectual Property (Tennessee), 2008-2019

The Best Lawyers in America® (Woodward/White Inc.)

- Franchise Law, 2013-2020
- Trade Secrets Law, 2017-2020
- Trademark Law, 2011-2020

PROFESSIONAL INVOLVEMENT

- Co-Chair, US/Canada Law & Practice, Subcommittee of Bulletin Committee, International Trademark Association (2014-2016)
- Chairman, Intellectual Property Section, Nashville Bar Association
- Member, Nashville, Tennessee and American Bar Associations
- Member, Tennessee Intellectual Property Law Association
- Member, International Trademark Association
 - Co-Chairman, U.S./Canada Law and Practice Subcommittee, 2014-2015
- Member, Government Officials Education & Training Committee
- Past Member, Bulletin Committee (2008-2011)
- Member, Nashville Advertising Federation