



## NEWS RELEASES

### Barnes & Thornburg Adds Intellectual Property Litigator Seth Gold In Los Angeles

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**LOS ANGELES** – Barnes & Thornburg has added Seth Gold as partner in the Intellectual Property Department in Los Angeles. Gold handles high-intensity, complicated intellectual property litigation on behalf of his clients.

“For many emerging companies in California, their intellectual property is their most valuable asset and Seth is a fierce defender of those assets,” said Julia Gard, chair of the firm’s Intellectual Property Department. “He has deep experience litigating copyright and trademark infringement matters, as well as trade secret disputes, and brings a wealth of knowledge related to those proceedings.”

Gold concentrates on a variety of intellectual property and commercial litigation matters, including trials and appeals in state and federal courts. He also focuses on issues related to false advertising, online advertising across digital platforms, brand protection and enforcement, and intellectual property transactions.

Gold counsels individuals, publicly traded and privately held companies, emerging technology companies and a variety of organizations in the entertainment and new media sectors. Gold assists these companies in navigating issues stemming from Federal Trade Commission regulations, the Digital Millennium Copyright Act, the Communications Decency Act and the First Amendment.

“Seth is a highly regarded and well-established practitioner in Los Angeles’ entertainment and technology industries,” said David Allen, Los Angeles office managing partner. “The breadth and depth of Seth’s experience is impressive, as is the high-caliber legal service he offers to

## RELATED PEOPLE



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## RELATED PRACTICE AREAS

Intellectual Property

clients operating in this competitive marketplace.”

Active in various professional associations, Gold is a member of the Association of National Advertisers. He joins from K&L Gates and also practiced with another California firm. He most recently co-authored “Embarking on an Augmented Reality Campaign? Legal Issues for Advertisers to Consider,” a publication that was presented at the 2019 ANA/BAA Marketing Law Conference.

Gold earned his J.D. from Boston University School of Law and his A.B. from Cornell University.

*With more than 600 attorneys and other legal professionals, Barnes & Thornburg is one of the largest law firms in the country. The firm serves clients worldwide from offices in Atlanta, California, Chicago, Delaware, Indiana, Michigan, Minneapolis, Ohio, Texas and Washington, D.C. For more information, visit us online at [www.btlaw.com](http://www.btlaw.com) or on Twitter @BTLawNews.*