

# Long Island Business NEWS

February 28, 2014 | libn.com

## WHO'S WHO | in Intellectual Property Law

### ERYN TRUONG

*Campolo, Middleton  
& McCormick, LLP*

Eryn Truong is a member Campolo, Middleton & McCormick, LLP's intellectual property group for both transactional and litigation matters. Truong's practice encompasses a wide range of intellectual property matters, including trademark, copyright, patents, trade secrets, privacy rights, licensing disputes, and domain name dispute resolution.

Truong is versed in conducting infringement analysis and opinions, and counseling clients on potential or pending infringement problems. Her practice also consists of litigating complex business disputes, commercial and intellectual property litigation.

As companies are looking overseas for lower manufacturing costs and greater market opportunities, they are confronted with the potential theft of their intellectual property (IP), Truong said.

"As a result, companies need to develop new effective strategies to protect their IP in the global market place," she said. "This includes an assessment of the legal environment in the countries where the company's products will be designed, manufactured and sold. Consideration must be given to the applicable law and regulations that each



country provides for the protection of IP because each country's ability and wiliness to enforce IP rights vary and differ widely.

For example, some developing countries may not rigorously uphold IP rights or prosecute infringement actions because copying and counterfeiting is culturally acceptable, Truong explained.

"In these situations, where the low manufacturing costs or the large market opportunity can risk the loss of IP, a different approach to IP protection is appropriate," she said.

"The countries that a company wants to enter will dictate the appropriate IP protection strategy that is required. The key to understand the legal environment to ensure that

proper measures are taken to preserve the company's core assets in the global market place."

Truong is a native of Silicon Valley versed in emerging technology and issues in California. In Washington, she was a member of the Intellectual Property Practice Group, Washington Defense Trial Lawyers Association, and the Trial Advocacy Program Committee. She is a current member of the Trademark Committee of the New York Intellectual Property Association, and the American Intellectual Property Law.

Truong earned a juris doctor from Seattle University School of Law and a bachelor's degree from the University of California, Davis. She is admitted to practice in New York State and Washington State and before the United States District Court, Southern District of New York; United States District Court, Eastern District of New York; and the United States District Court, Northern District of New York.

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