

# Long Island Business NEWS

FEBRUARY 22 - 28, 2013 | libn.com

## WHO'S WHO | in Intellectual Property Law

### ERYN DEBLOIS, ESQ.

*Campolo, Middleton  
& McCormick, LLP*

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

Deblois 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. She began her career in Washington, where she was a member of the intellectual property practice group, Washington Defense Trial Lawyers Association, and the Trial Advocacy Program Committee.

Deblois has a strategic plan as when she approaches a case.

"My approach to representing a client is to first specifically identify and understand the client's unique needs, then set agreed upon expectations accordingly, and finally work to exceed those expectations." She said.



"Devising a strategic legal solution with appropriate expectations ensure that all the client's needs are addressed and ensures complete effective representation."

Every client's needs are different, Deblois noted.

"There is no one size fits all approach," she said. "Some clients only need help navigating through straight-forward legal issues and some require customized solutions to complex issues. A client's overall situation needs to be looked at, especially their goals and budget. Clients will appreciate the individualized attention to their needs and having a strategic plan from the beginning will help set expectations."

"The importance of this initial step is often overlooked, but necessary to identify a client's specific needs and concerns," Deblois said. "Only from this understanding can a comprehensive solution be set in place."

Deblois is a member of the Trademark Committee of the New York Intellectual Property Association. She earned an undergraduate degree from the University of California, Davis, and earned a juris doctor from Seattle University School of Law, with a focus on intellectual property and litigation. She is admitted to practice in New York and Washington, as well as the Eastern, Southern and Northern Districts of New York's Federal Courts.

Campolo, Middleton & McCormick, LLP is a full-service law firm with the expertise and experience to represent clients in a wide variety of legal matters, including litigation and appeals, insurance, corporate and private equity, technology and intellectual property, government relations, employment, real estate, healthcare and bankruptcy law. Its clients range from individuals to global companies. Whether its clients are involved in a complex litigation or business transaction, or simply have a routine legal matter, they receive complete and devoted attention.