

Partner Karen Artz Ash Profiled in Law360 Q&A

May 3, 2013

Karen Artz Ash, national co-head of the Intellectual Property practice and co-head of the Trademarks Practice, was featured in a Law360 Q&A. She discussed the importance of always being courteous to adversaries and how her most challenging case required innovating a transaction structure that is now fairly commonplace. Ms. Artz Ash also explained the significance of *Gucci v. Guess*: “The case is important for its list of 'dos and don'ts' in negotiating and administering a license. It is also helpful in understanding from a luxury-brand perspective, the risks and rewards of zealous versus inactive enforcement; and from a bridge-level brand, defining the scope of what is truly 'inspiration' versus infringement.” (“[Q&A with Katten's Karen Ash](#),” May 2, 2013)

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