



## Edward T. White

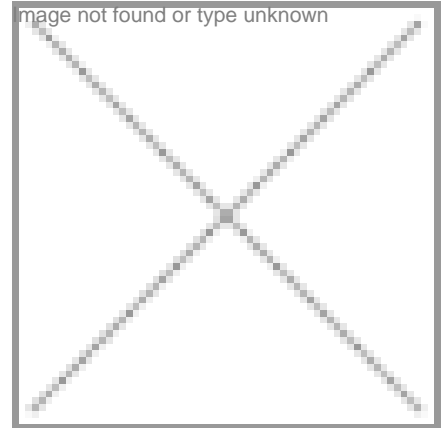
### Partner

Richmond, VA

P: 804.420.6338

F: 804.420.6507

[ewhite@williamsmullen.com](mailto:ewhite@williamsmullen.com)



Ed White represents clients in brand management and intellectual property counseling, prosecution and litigation. He counsels clients on trademark, trade dress, copyright, and technology litigation and dispute resolution, and during intellectual property audits and policies. Ed also frequently represents clients in the domestic and international clearance, registration and management of their intellectual property assets and helps them prepare and negotiate intellectual property and technology licenses, agreements and acquisitions. He assists clients with NCAA Name, Image, Likeness (NIL) counseling, including advising on the formation and representation of NIL Collectives. Ed is vice-chair of the firm's Intellectual Property Section.

When clients face intellectual property infringement, Ed is experienced at defending their rights. Ed has created and implemented numerous brand monitoring and enforcement programs to address trademark, trade dress and copyright infringement as well as counterfeit products in domestic and international markets. He has handled complex commercial litigation cases involving trademark infringement, copyright infringement, trade secrets and unfair competition, among others. His clients span numerous industries, including financial services, biotech, retail products, food and beverage (including craft breweries) and more.

A former Surface Warfare Officer in the United States Navy, Ed retired as a Commander in 2014 after 24 years of active and reserve service. Ed has also represented clients before the U.S. Court of Appeals for Veterans Claims and the U.S. Department of Veterans Affairs Board of Veterans' Appeals.

Ed is recognized in *Chambers USA* for Intellectual Property Law (2012-present) and in *The Best Lawyers in America*® for Copyright Law, Litigation ? Intellectual Property and Trademark Law (2015-present). He was named the *Best Lawyers*® Richmond ?Lawyer of the Year? for Trademark Law (2018,

2022) and the *Best Lawyers*<sup>®</sup> Richmond "Lawyer of the Year" for Copyright Law in 2016. He has also been named among Virginia's "Legal Elite" for Intellectual Property by *Virginia Business* (2013-2017, 2019-present).

He is a past member of the board of directors of the Virginia State Bar's Intellectual Property Section. He is a past president of the Greater Richmond Intellectual Property Law Association and of the Thomas Jefferson Intellectual Property Inn of Court. He is also a member of the International Trademark Association; the American Intellectual Property Law Association; and the American, Virginia, Massachusetts and Richmond bar associations.

Ed earned his Juris Doctor degree from the University of New Hampshire School of Law. He earned his Bachelor of Arts degree from Tulane University.

## Practice Areas

- Intellectual Property
- Intellectual Property Litigation
- Trademarks
- Copyrights
- Trade Secrets, Employee Mobility and Restrictive Covenants
- Data Protection & Cybersecurity
- Alcoholic Beverage Control
- Financial Services
- Advertising, Marketing & Media
- Fintech
- Name Image and Likeness
- Physicians & Physician Groups
- Artificial Intelligence & Machine Learning

## Experience

- Represented Fortune 100 company in complex commercial litigation involving trademark infringement, copyright infringement, trade secrets and unfair competition.
- Represented international bio-pharma research and development company in international trademark registration, portfolio management and dispute resolution.
- Represented craft brewers in trademark and copyright matters related to the formation of craft breweries and marketing of craft brew brands.
- Represented nationwide franchisor in multiple federal lawsuits regarding trademark infringement, copyright infringement, false advertising and use of trade secrets.
- Assisted numerous companies in assessment, registration and maintenance of trademarks in the

United States and worldwide.

- Counseled numerous clients relating to intellectual property due diligence, intellectual property and technology transactions, licenses and agreements.
- Conducted intellectual property and website audits and developed intellectual property policies for numerous companies.
- Represented clients before the US Court of Appeals for Veterans Claims and the U.S. Department of Veterans Affairs Board of Veterans' Appeals.

## Education

- University of New Hampshire School of Law (J.D.), 2000  
*IDEA ? The Journal of Law and Technology?* Submissions Editor
- Tulane University (B.A.), 1990

## Professional Affiliations

- American Bar Association
- Virginia Bar Association
- Massachusetts Bar Association
- Richmond Bar Association
- Virginia State Bar, Intellectual Property Section ? Past Member, Board of Directors
- International Trademark Association
- American Intellectual Property Law Association
- Greater Richmond Intellectual Property Law Association ? Past President
- Thomas Jefferson Intellectual Property Inn of Court ? Past President

## Awards

- *Chambers USA* ? Intellectual Property (2012-present)
- Listed in *The Best Lawyers in America*® - Copyright Law, Litigation ? Intellectual Property, Trademark Law (2015-present)
- Named the *Best Lawyers*® Richmond ?Lawyer of the Year? ? Trademark Law (2018, 2022)
- Named the *Best Lawyers*® Richmond ?Lawyer of the Year? ? Copyright Law (2016)
- *Virginia Business* - ?Legal Elite,? Intellectual Property Information Technology (2013-2017, 2019-present)
- LEAD Virginia ? Class of 2016
- Listed in *Virginia Super Lawyers Rising Stars* for Intellectual Property (2009, 2011)
- Received Northern Virginia Conservation Trust Special Recognition Award for Pro Bono Service (2009)
- Named to *Style Weekly*'s Top 40 Under 40 (2006)

- Pro Bono Service Honor Roll ? Member (2021)
- Named a "Go To Lawyer" for Intellectual Property by *Virginia Lawyers Weekly* (2022)