



J. Robert LeBlanc

Partner

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PRACTICES Intellectual Property, Social Media, Trademark Cancellations and Oppositions, Trademark and Advertising, Copyright, Technology Transactions, Trademark Litigation, Trademark Prosecution, Technology, Internet, Domain Name Disputes, CBD and Hemp

As a partner in Haynes Boone's trademark, copyright and social media practice groups, Rob LeBlanc counsels many of the world's most valuable and famous companies on brand strategy and the protection of brand assets, including, brand creation, selection, protection, expansion, and enforcement. Rob has been recognized by *World Trademark Review* as "skilled in all areas of Trademark law," "a subject matter expert," and for having a "breadth of experience and expertise to address complex issues." Rob has also been named a *Rising Star* by *Managing Intellectual Property*, "One to Watch" by *Best Lawyers in America*, and *Best Lawyer Under 40* by *D Magazine*.

A large portion of Rob's practice focuses on internet and social media issues. Per the *World Trademark Review*, "in the UDRP and internet-adjacent arena, Rob LeBlanc is the man clients turn to." Rob has a 100 percent success rate in the numerous UDRP actions he has filed to recover disputed domain names on behalf of his clients (ADR Forum, 2023). Additionally, Rob has handled thousands of successful social media takedowns and acquisitions on platforms such as Facebook, Twitter, Instagram, Yelp, Snapchat, TikTok and LinkedIn.

Rob also devotes a significant portion of his time to trademark clearance and pre-launch risk mitigation strategy. Specifically, Rob has served as go-to counsel for several of the most high-profile brand launches in the last decade. Rob often works with counsel worldwide to create and implement risk mitigation measures prior to significant brand asset launches, including to acquire marks identified as high risk, file non-use cancellations, and obtain consent agreements on behalf of his clients. Given his breadth of experience related to trademark clearance and social media-related issues, Rob is often called upon to lecture on these topics.

On the trademark protection front, with the assistance of his deep network of trusted foreign counsel, Rob has overseen the filing and prosecution of trademarks in nearly every jurisdiction in the world that has a formal trademark protection process. Rob often serves as an intermediary to U.S.-based companies with significant worldwide portfolios of trademarks to counsel them regarding efficient and effective foreign prosecution strategy.

Finally, when it comes time to enforce and protect brand assets, Rob understands that each brand requires a custom-tailored approach that must take into consideration potential PR ramifications of enforcement. Rob is particularly adept at achieving swift and informal resolution of trademark

enforcement matters having successfully resolved hundreds of branding disputes without the need for litigation. Nonetheless, if formal enforcement measures such as federal court litigation or opposition/cancellation proceedings before the Trademark Trial and Appeal Board (TTAB) are required, Rob zealously advocates for his clients to secure victories on their behalf.

QUALIFICATIONS

EDUCATION

- J.D., Tulane University Law School, 2011, *magna cum laude*; Managing Editor, *Tulane Law Review*
- B.A., Political Science, Louisiana State University, 2007, *cum laude*

ADMISSIONS

- Texas
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PUBLICATIONS AND SPEAKING ENGAGEMENTS

- “No More First Amendment Smokescreen for NFTs,” quoted, *World IP Review*, February 9, 2023.
 - “Business and Trademarks: Tips for In-House Personnel,” speaker, Copart, Inc. Global Headquarters, Dallas, TX, June 19, 2018.
 - “Knockout Searches of the 21st Century—Are You Knocking It Out of the Park?” speaker, International Trademark Association TMAP Conference, New Orleans, LA, September 20, 2017.
 - “Protection and Enforcement of Trademarks in the Era of Social Media—Tips, Tricks, and #Fails,” speaker, International Trademark Association TMAP Conference, New Orleans, LA, September 20, 2017.
 - “Navigating China: Serving All of Your Client's Needs,” speaker, International Trademark Association Roundtable, Dallas, TX, September 11, 2017.
 - “Petitions,” Texas Regional Office Trademark Seminar, United States Patent and Trademark Office, Dallas, TX, February 23, 2016.
 - “Trademarks in the Cloud,” speaker, Dropbox, Inc. Global Headquarters, San Francisco, CA, September 25, 2015.
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PROFESSIONAL AFFILIATIONS AND ENGAGEMENTS

- Corporate Committee Member, Dallas Symphony Orchestra
 - Leadership Arts Institute, North Texas Business Counsel for the Arts (Member, Class of 2018)
 - State Bar of Texas, Intellectual Property Law Section
 - International Trademark Association, Famous and Well-Known Marks Committee (2022); Non-Traditional Marks Committee Member (2020-2021); Designs Committee Member (2018-2019); Young Practitioners Committee Member (2014-2018)
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SELECTED CLIENT REPRESENTATIONS

- Copart, Inc. v. Mariane Kaori / Vendas, FA1906001849837 (Nat. Arb. Forum July 28, 2019) – Successfully represented Copart in recovering disputed domain name *copartdobrasil.com*.

- AT&T Intellectual Property II, L.P. v. Robert Cassede, FA1512001653803 (Nat. Arb. Forum Feb. 4, 2016)- Successfully represented AT&T in recovering disputed domain name *attfreeofferswireless.com*
 - DIRECTV, LLC v. Michal Restl, FA1805001788826 (Nat. Arb. Forum July 5, 2018)- Successfully represented DIRECTV in recovering disputed domain name *directvgo.com*
 - DIRECTV, LLC v. The Pearline Group, FA1811001818749 (Nat. Arb. Forum Dec. 30, 2018)- Successfully represented DIRECTV in recovering disputed domain name *directtvdealsnow.com*
 - AT&T Intellectual Property II and Warner Media, LLC v. Dong Soo Kim, FA1812001821550 (Nat. Arb. Forum Jan. 22, 2019)- Successfully represented AT&T and Warner Media in recovering disputed domain names *warner-media.net*, *att-media.com*, *att-warner.com*, *attmediagroup.com*, *attwarner.net*, *attwarnermedia.com*, *warnermedia.company*, *warnermedia.biz*
 - Southern Marsh Collection, L.L.C. v. ICS Inc., FA1703001720503 (Nat. Arb. Forum April 21, 2017)- Successfully represented Southern Marsh Collection clothing company in recovering disputed domain name *southermarsh.com*
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AWARDS AND RECOGNITION

- Recognized as a leading trademark professional by *World Trademark Review 1000*, Globe Business Publishing, Ltd., 2021-2023; noted as “skilled in all areas of Trademark law, but is particularly adept at diffusing potential conflicts: with a well-placed call, he can frequently smooth over issues and bring about amicable solutions,” Globe Publishing Ltd., 2021; noted as providing “great support on prosecution and enforcement, and is thorough and client-centric,” Globe Publishing Ltd., 2022
- Featured in *D Magazine*’s “Best Lawyers Under 40” directory, D Magazine Partners, 2021
- Recognized as a “Rising Star,” 2019 and 2021 in *Managing Intellectual Property Magazine*’s IP STARS, Euromoney Institutional Investor PLC
- Included in the “Ones to Watch” category of *The Best Lawyers in America*, Woodward/White, Inc., 2023