



BRIAN HUNDERTMARK

Principal, Bethesda

PRACTICE AREAS

- Business Law and Transactions
- Estates and Trusts
- Intellectual Property

EDUCATION & ADMISSIONS

- J.D., The George Washington University
- B.S., University of Maryland, College of Business and Administration
- Maryland
- District of Columbia
- United States District Court for the District of Columbia
- United States Court of Federal Claims

ACTIVITIES

- Maryland State Bar Association
- Montgomery County Bar Association, Intellectual Property Section
- Montgomery County Bar Association, Estates and Trust Law Section
- District of Columbia Bar Association, Intellectual Property Section
- District of Columbia Bar Association, Estates, Trusts and Probate Law Section

PRACTICE FOCUS

Brian J. Hundertmark has more than 30 years of experience representing the general business and intellectual property needs of his clients, including technology companies, government contractors, trade associations, nonprofit organizations, and artists and authors.

In addition to bringing his years of experience to legal services such as registration and enforcement of intellectual property rights, Brian provides his clients consultation and advisory services related to their general business and intellectual property needs.

Brian's clients also rely on him for their estate planning, business succession, and asset protection needs. Brian has assisted new ventures in their organization, represented businesses in mergers and acquisitions, provided for the succession planning of closely-held companies, guided feuding business owners through amicable partitions of their interests, and assisted individuals and families with their estate planning needs.

Brian is a frequent speaker on business and technology law, estate planning, and business succession and asset protection matters.

REPRESENTATIVE EXPERIENCE

- Performed an intellectual property audit of a non-profit organization, successfully negotiated the sale of the organization's database software, and advised the organization on the distribution of sale proceeds.
- Successfully appealed a trademark registration denial before the Trademark Trial and Appeal Board and defended the trademark holder in federal court, allowing our client to sell nationwide under the trademark it wanted.
- Provided the president of a multimillion dollar company with business succession and estate planning advice and established tax avoidance vehicles that would provide for him and his spouse during their lifetimes, leave a substantial inheritance, and save their heirs more than one million dollars in estate taxes.
- Protected the copyright and reputation of an engineer who had developed a method for improving the clarity of satellite photographs. An author used our client's enhanced photographs in his books, which held outlandish theories regarding life in the solar system. Following vigorous prosecution of the matter, the infringing author's books were pulled from the shelves and public notice was given about the lack of any relationship between our client and the author.
- Provided a strong defense that allowed our client to retain a domain name that was sought by others based on claims of superior trademark rights. The claims were defeated and our client continues to use the domain name.
- Guided the negotiation and documentation for the multi-million dollar acquisition of a travel management company by an international travel consulting firm.
- Defended the trademark logo of a major mortgage trade association from infringement by a number of mortgage companies that were using the logo to imply an affiliation with the trade association.

