

Successful Resolution of Trademark Infringement Case

CLYDE&CO

Clyde & Co is a global law firm operating from over 60 offices across six continents, providing teams of disputes, regulatory and transactional lawyers to deliver a comprehensive range of business legal services.

The Challenge

Clyde & Co was representing the defendant in a trademark case involving Google Ads. The defendant had been accused of showing a competitor's brand name in their own ads, potentially misleading searchers and taking significant business away from the plaintiff. The lawyers needed to know the possible extent of damages.

Our Approach

We needed to deeply analyze the defendant's Google Ads account. We isolated the specific campaigns, ad groups and time frames involved in the alleged trademark infringement. We then calculated both an upper bound and a likely value for the revenue gained via relevant ad exposure, a very complicated process.

Business Results

- The expert analysis was accepted into the court record, and its well-supported calculations of damages helped yield a very low (favorable) settlement for the defendant



“ I retained Andrew as an independent expert in a trademark case that was filed in the United States. It was a complex case that involved Google Ads and Google Analytics. He went above and beyond in his role as an independent expert, partnered with my client to understand the issues, and explained his findings in a very simple and digestible way. I would highly recommend him as an expert. ”

- Dan Lever, Equity Partner, Clyde & Co US LLP, www.clydeco.com

