## **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.

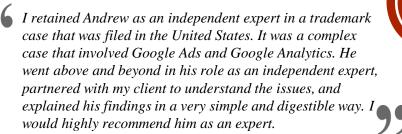
## **Our Approach**

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 wellsupported calculations of damages helped yield a very low (favorable) settlement for the defendant





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

