

Bruce R. Ewing

Partner

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Bruce Ewing litigates trademark, copyright, and licensing disputes for brand owners and creative industry clients so they can protect what they've built and keep their businesses moving forward.

With more than 30 years focused on intellectual property litigation, Bruce brings deep courtroom and arbitration experience to clients facing high-stakes trademark and copyright disputes. Bruce represents companies of all sizes — from global brands to independent producers — in federal court, before the Trademark Trial and Appeal Board (TTAB), and in arbitration proceedings, pursuing and defending claims for trademark infringement, trade dress infringement, trademark counterfeiting, trademark dilution, cybersquatting, copyright infringement, and false advertising.

A significant part of Bruce's practice centers on commercial disputes with an intellectual property dimension, particularly licensing matters. He has represented suppliers, manufacturers, and licensees in the apparel, accessories, and jewelry industries, as well as theatrical producers, publishers, and entertainment figures, in cases involving breach of contract, fraud, tortious interference, and related claims.

His arbitration work is substantial: Bruce has served as an arbitrator on the Commercial and Consumer Arbitration Panels of the American Arbitration Association (AAA) in multiple proceedings involving intellectual property and commercial disputes.

Beyond the courtroom, Bruce counsels clients on trademark and copyright registration, licensing strategy, and the preparation of rules for contests and sweepstakes. His practice spans the full lifecycle of an intellectual property asset — from registration through enforcement and, when necessary, litigation.

Bruce previously served as head of the Trial Department in Dorsey & Whitney's New York office and as Co-Chair of the Firm's Intellectual Property Litigation practice group.

Education

- Columbia Law School (J.D., 1992)
- Brown University (B.A., 1988)

Bar Admissions

- New Jersey
- New York

Select Experience

- *Ultra Records, Inc. v. Ultra International Music Publishing, LLC*, 22-cv-9667 (AS), 2025 U.S. Dist. LEXIS 33338 (S.D.N.Y. Feb. 25, 2025): Obtained plaintiff's verdict on claims for trademark infringement, unfair competition, and dilution after a six-day jury trial and subsequent bench proceeding; secured permanent injunction enjoining future use of the ULTRA trademark.
- *GlaxoSmithKline LLC et al. v. Laclede, Inc.*, 18 Civ. 4945 (JMF) (S.D.N.Y. 2019): Obtained preliminary injunction against ongoing use of confusingly similar advertising and promotional materials for competing dry mouth products.
- *Kumar v. Institute of Electrical and Electronics Engineers, Inc.*, 12 Civ. 06870 (KSH) (CLW) (D.N.J. 2016): Obtained defense verdict for a scientific publisher after a seven-day jury trial on a copyright infringement claim involving a doctoral thesis and journal article concerning robotics.
- *JA Men's Group LLC v. JA Apparel Corp.* (AAA 2015): Secured and collected an award of \$42.6 million in a trademark licensing dispute before the American Arbitration Association.

Professional Affiliations

- Chair, INTA International Amicus Committee, 2006-2007
- Vice Chair, INTA International Amicus Committee, 2004-2005
- Member, INTA Select Committee on the Federal Trademark Dilution Act, 2003
- Panel Member, American Arbitration Association, 2024-2026



Court Admissions

- U.S. Supreme Court
- U.S. Court of Appeals for the Second, Fourth, Ninth, Tenth, and Federal Circuits
- U.S. District Courts for the Southern, Eastern, Northern, and Western Districts of New York, the District of New Jersey, and the Eastern and Western Districts of Michigan

Accolades

- *Chambers USA*, Intellectual Property: Trademark, Copyright & Trade Secrets, New York, 2010-2026
- *Best Lawyers in America*®, 2005-2027
- *New York Metro Super Lawyers*®, 2006-2026
- *IAM/WTR Copyright 1000*, "World's Leading Copyright Professionals," 2026
- *Managing IP*, IP STAR, 2019-2026
- *World Trademark Review 1000*, "The World's Leading Trademark Professionals,"

Leading Practitioner, 2013-2026

Legal Writings

Select Presentations

- Speaker, Practicing Law Institute, “Understanding the Intellectual Property License,” New York, New York, 2012-2017; Chair 2018-2023

Insights

November/December 2023

Lies Without Consequences? The Federal Circuit Seems to Think So, When it Comes to Incontestability - IP Litigator

May 22, 2023

Dorsey Partner Bruce Ewing Comments on Supreme Court's Warhol Case

May 20, 2023

Dorsey Partner Bruce Ewing Discusses the Supreme Court's Warhol Ruling

May 18, 2023

Dorsey Partner Bruce Ewing on the Supreme Court Finding Copyright Violation in Warhol Prince Art

May 18, 2023

Dorsey Partner Bruce Ewing Discusses SCOTUS Warhol Ruling and Implications

May 18, 2023

Dorsey Partner Bruce Ewing on SCOTUS Ruling Against Warhol Foundation on Fair Use

May 18, 2023

Dorsey Partner Bruce Ewing Remarks on the Supreme Court Warhol Ruling

January/February 2023

Copyright Litigation, IP Litigator Volume 29, Number 1

April 23, 2020

Dorsey Partner Bruce Ewing Remarks on Romag Fasteners v. Fossil Group

December 11, 2019

Dorsey Partner Bruce Ewing Comments on PTO Can't Recover Lawyers Fees

March 29, 2019

Dorsey Partner Bruce Ewing Comments on PDP Gaming Copyright Suit

March 4, 2019

Dorsey Partner Bruce Ewing comments on Fourth Estate v. Wallstreet.com

March 4, 2019

Dorsey Partner Bruce Ewing Comments on High Court Limiting Costs of Copyright Cases

February 14, 2018

Dorsey Partner Bruce Ewing Comments on Aerogroup Bankruptcy Proceedings