



## Vivian Cheng

Principal  
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### Overview

Vivian Cheng helps myriad clients — from global brands to industry disruptors — with protection and enforcement strategies for their trademarks, trade dress, and copyrights. She maintains a thorough command of trademark and copyright law amidst the continually changing enforcement landscape and new industry challenges.

Clients rely on Vivian as a responsive, day-to-day resource who approaches problems with an eye on her clients' business goals and plans.

Vivian is a skilled and methodical pre-suit investigator who handles all aspects of pre-suit investigations and litigation, including drafting and responding to cease and desist letters, briefing and assisting with hearings on emergency motions for temporary restraining orders/preliminary injunctions, drafting and arguing motions on discovery disputes, taking depositions, and managing e-discovery. In addition to her experience in federal court, Vivian represents trademark owners in opposition and cancellation proceedings before the Trademark Trial and Appeal Board, including through trial. She is also committed to working with her clients to find the most cost-effective resolutions outside of litigation when appropriate and has experience participating in mediation and drafting and negotiating settlement and licensing agreements.

In addition to copyright, trademark, and trade dress issues, she has experience handling disputes involving false advertising, unfair competition, trade secret misappropriation, breach of contract, and other business torts that are often intertwined.

Vivian also advises clients on protecting brands on online platforms, clearance and prosecution of trademarks, registration of copyrights, and trademark and copyright license agreements. In 2021, Vivian was named a “Rising Star” by *Managing Intellectual Property*.

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### Recognitions & awards

WTR 1000

*World Trademark Review (WTR) 2024-2025*

Rising Star

*Managing IP 2021-2024*

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### Professional associations

## Testimonials

“Vivian Cheng is incredible at obtaining key background information. She’s a force in terms of research. She stayed on top of the process and is easy to communicate with.” — *Client comment, Chambers and Partners 2020*

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## Insights

Webinar | January 23, 2025

Trademark & Copyright 2024 Year in Review

Webinar | January 24, 2024

Trademark & Copyright 2023 Year in Review

Blog | March 28, 2023

U.S. Copyright Office Cancels Registration for AI-Generated Art, Issues AI-Related Registration Guidance

Webinar | January 25, 2023

Trademark & Copyright 2022 Year in Review

Webinar | October 12, 2022

The Basics of TTAB Opposition and Cancellation Proceedings

Q&A | August 22, 2022

Principal Vivian Cheng Featured in *Law.com* Q&A Series "How I Made Partner"

Webinar | January 27, 2022

Trademark & Copyright | 2021 Year in Review

Webinar | January 7, 2021

Trademark & Copyright 2020 Year in Review

Webinar | December 10, 2020

Defeating Trademark Counterfeiting in the COVID-19 Era

IP Law Essentials | May 8, 2020

Seven Benefits of Copyright Registration

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## News

January 31, 2025

*World Trademark Review* Highly Ranks Fish & Richardson’s Trademark Practice

October 4, 2024

Fish & Richardson Ranked Highly by *Managing IP*, Attorneys Named IP Stars

February 6, 2024

Fish & Richardson’s Trademark Practice Receives High Rankings From *World Trademark Review*

October 5, 2023

Fish & Richardson Ranked Highly by *Managing IP*, Attorneys Named IP Stars

October 7, 2022

Vivian Cheng Named 2022 "Rising Star" by *Managing Intellectual Property*

January 5, 2022

Fish & Richardson Elevates 17 Attorneys to Principal

October 8, 2021

Vivian Cheng Named 2021 "Rising Star" by *Managing Intellectual Property*

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# Additional insights

## Media mentions

"[Is Business Development a Numbers Game or All About Relationships? Maybe Both,](#)" *The American Lawyer* (June 15, 2023)

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## Services

Trademark, Copyright & Media Litigation

Trademark & Copyright Counseling & Prosecution

Advertising & Marketing

Domain Names & Internet

TTAB Oppositions & Cancellations

Digital Millennium Copyright Act

Transactions & Agreements

## Industries

Digital Media & E-Commerce

## Admissions

New York (2015)

U.S. District Court for the Southern District of New York

## Education

J.D. with honors, Emory University School of Law (2014) Managing Editor, *Emory Bankruptcy Developments Journal*, Dean's Award in Patent Law

B.S., Biology and Society, Cornell University (2011)

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