



Ron DiCerbo is a shareholder at McAndrews, Held & Malloy. He is active in all aspects of the firm's IP practice, with a particular emphasis on trademark law and design rights. Ron's clients include Fortune 500 companies, mid-size and smaller businesses, nonprofits and individuals.

With more than 20 years of experience, Ron provides clients with optimal approaches to protecting their intellectual property in the United States and internationally. By replacing the traditional model of prosecuting trademark and design rights with a more proactive approach, he has helped his clients decrease the number of objections they receive and the number of infringements they must address. Ron's approach emphasizes comprehensive due diligence and focuses on strategic design patent, trademark and/or copyright filings.

Reflecting McAndrews' focus on providing exceptional levels of senior-attorney attention, Ron personally guides clients through the selection, protection, and enforcement of trademark and design rights. He helps clients evaluate and assess the risk associated with the adoption and use of a trademark or design in the United States and worldwide.

Ron has represented clients in U.S. federal and state litigation; USPTO Trademark Trial and Appeals Board proceedings; and in proceedings before trademark offices in Europe, Australia, and South Africa.