



Ashley Bennett Ewald

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MINNEAPOLIS

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PRACTICE AREAS

General Business & Complex
Commercial Litigation

Intellectual Property

Trademarks

Litigation & Dispute Resolution

Intellectual Property Litigation

Franchise & Distribution

Global Privacy, Cybersecurity &
Data Protection

Licensing, Technology Transfer &
Commercialization

eDiscovery: Data, Records &
Information Governance

Advertising & Promotions

Intellectual Property &
Technology

INDUSTRIES

Agribusiness & Food

Restaurant, Food & Beverage

Health Care

Ashley Bennett Ewald is an experienced intellectual property litigator and also focuses on trademark prosecution and portfolio management. In addition, she provides copyright, advertising, and social media law counseling. Ashley regularly advises clients on the selection, clearance, and registration of trademarks and copyrights in the U.S. and internationally. She also develops intellectual property enforcement, brand strategy, and social media plans for clients ranging from small startups to large multinational corporations. Ashley frequently represents clients before the Trademark Trial and Appeal Board and in federal court actions and has successfully obtained transfer decisions in numerous Uniform Domain Name Dispute Resolution (UDRP) proceedings. In addition, Ashley serves as chief IP counsel for a large and growing international franchisor with a complex IP portfolio.

Ashley has repeatedly been recognized in the World Trademark Review 1000 in both the enforcement/litigation and prosecution/strategy categories, which noted that she is a "creative strategist" who "effortlessly dispatches both contentious and non-contentious matters; she counts social media as a forte" and garners wholehearted recommendations as a "responsive, enthusiastic attorney and clear thinker." Clients commented that "whatever the problem, contentious or non-contentious, she will find a way forward."

As a litigator, Ashley has extensive experience representing clients in state and federal courts across the country in trademark and copyright infringement, trade dress, false advertising, and unfair competition claims, particularly as these claims pertain to franchisors, as well as in

Education

Technology

Wholesale & Retail Distribution

Advertising & Promotions

COURT MEMBERSHIPS

- California
- Minnesota
- Numerous federal district courts around the country

EDUCATION

University of Minnesota Law School, J.D., *cum laude*,

- *Minnesota Law Review*, Articles editor
- Silha Center for Media Ethics and Law, Fellow
- *Silha Bulletin*, Editor-in-chief
- Law School Public Service Award recipient
- Judicial extern for the Honorable Judge Steven Z. Lange, Fourth Judicial District of Minnesota
- Misdemeanor Prosecution and Defense Clinics, Student attorney

Mitchell Hamline School of Law, B.A., *magna cum laude*, International Studies and Spanish, Certificate in International Journalism; Phi Beta Kappa

contract disputes and other general civil litigation.

Ashley also serves in an advisory role for tech startups, acting as liaison between entrepreneurs and corporate attorneys. She advises startups on a wide range of matters pertaining to her expertise in social media policy and intellectual property law. In addition to negotiating and drafting agreements for new companies, including vendor agreements and statements of work, Ashley also provides practical advice grounded in her experience starting small businesses with her husband. She gives her clients a solid foundation on which to grow their business — and the confidence that their best interests are being looked after.

In addition, as a volunteer attorney for Children's Law Center, Ashley represents children and youth in the Minnesota foster care system.

Events

- Social Media Issues for Franchisors
April 18, 2018

Presentations

- "Pre-Launch Brand Selection and Planning," 2019 Midwest IP Law Association Stampede, April 23, 2019
- "To Tweet or Not to Tweet (or Post or Snap or Gram)," co-presenter, Midwest IP Institute Seminar, September 27, 2018
- "Top Tips for Protecting Your IP in (and from) Social Media," co-presenter, MIPLA Stampede, Minnesota IP Law Association, May 9, 2017
- "Top Legal Issues in Mobile App Development," co-presenter, MobCon, Minneapolis, MN, November 18, 2015
- "Social Media Takedown Strategies," 2015 Midwest IP Institute, Minneapolis, MN, September 18, 2015
- "Safely Navigate the Social Media Landscape," Minnesota Professional Insurance Agents (PIA)'s Annual Education Day, Prior Lake, MN, September 10, 2015
- "Trademark Basics," American Intellectual Property Law Association's (AIPLA) Trademark Boot Camp, Alexandria, Virginia, June 4, 2015

- "Social Media Law 101 for Business Owners and Insurance Providers," Twin Cities Insurance Club, March 9, 2015
- "Avoiding the Legal Landmines of Mobile Apps," MobCon 2014 Conference, November 13, 2014
- "The Legalities of Social Media on Public Sector Websites," Fredrickson Communications Intersect Group, November 12, 2014
- "Setting Up Camp: 10 Things You Must Do to Create a Successful Startup," That Conference, Wisconsin Dells, WI, August 13, 2014
- "Legal Topics for the PR Practitioner—Social Media, Privacy and More," co-presenter, Public Relations Society of America, Minnesota chapter, June 24, 2014

Publications

- "Legal Guide to the Use of Social Media in the Workplace," coauthor, Minnesota Department of Employment & Economic Development, June 2013
- "Case Study: Rosetta Stone v. Google," coauthor, Law360, May 22, 2012
- "Protect Your Brand From Potential Harm In The '.XXX' Domain Name Space," Gray Plant Mooty IP Alert, September 2011
- "The Foreign Corrupt Practices Act: Implications on Systems, Franchisees," Franchising World, coauthor with Eric Yaffe, April 2009
- "Attorney-Client Privilege and Corporate Counsel: What Every In-house Attorney Should Know," Gray Plant Mooty In-house Litigator newsletter, Fall 2008

Client Alerts And Blog Posts

- Final Rules Set for New U.S. Copyright Claims Board to Hear Small Claims
March 31, 2022
- Should I File Trademark Applications to Cover My Brands in the NFT/Metaverse/Virtual Worlds Space?
February 16, 2022
- IP Alert: 9th Circuit Rules on Fair Use Considerations in DMCA Takedowns
September 16, 2015
- Privacy Alert: Privacy Lessons Learned From Uber
November 25, 2014

- Litigation Update - How This Former Prosecutor Views the New FCPA Guidance
November 26, 2012
- IP Alert - Protect Your Brand From Potential Harm In The ".XXX" Domain Name Space
September 26, 2011

In The News

- 40 GPM Attorneys Recognized for Pro Bono Work
July 2, 2015
- "Mobile-izing Business," Minnesota Business
November 2014

News Releases

- Lathrop GPM and Six Intellectual Property Attorneys Earn World Leading Trademark Honors
March 16, 2022
- Lathrop GPM Attorneys Named 2021 Minnesota Super Lawyers and Rising Stars
July 22, 2021
- Lathrop GPM and Six Intellectual Property Attorneys Earn World Leading Trademark Honors
February 18, 2021
- Lathrop GPM Attorneys Named 2020 Minnesota Super Lawyers and Rising Stars
July 21, 2020
- Firm and Five Attorneys Earn World Leading Trademark Honors
February 17, 2020
- Gray Plant Mooty Attorneys Named 2019 Minnesota Super Lawyers and Rising Stars
July 5, 2019
- Firm and Five Attorneys Named World Leading Trademark Professionals
February 6, 2019
- Gray Plant Mooty Attorneys Named 2018 Minnesota Super Lawyers and Rising Stars
July 5, 2018
- Five Gray Plant Mooty Attorneys Named World Leading Trademark Professionals
February 7, 2018

- 43 Gray Plant Mooty Lawyers Named 2017 Minnesota Super Lawyers and Rising Stars
July 5, 2017
- Four Gray Plant Mooty Attorneys Ranked as Top Trademark Professionals in 2017 Edition of WTR 1000
January 23, 2017
- 40 Gray Plant Mooty Lawyers Named 2016 Minnesota Super Lawyers and Rising Stars
July 5, 2016
- 34 Gray Plant Mooty Attorneys Recognized as North Star Lawyers
May 5, 2016
- Gray Plant Mooty Ranked Among Top 25 Twin Cities IP Law Firms
July 24, 2015
- 38 Gray Plant Mooty Lawyers Named 2015 Minnesota Super Lawyers and Rising Stars
July 09, 2015
- Gray Plant Mooty Elects New 2015 Shareholders
January 2, 2015
- Gray Plant Mooty Welcomes Ashley Bennett Ewald Back to the Firm
August 30, 2011

Professional Affiliations

- International Trademark Association (INTA)
- ChIPs (national group for women in IP)
- Midwest IP Institute
- Minnesota IP Law Association
- Minnesota Women Lawyers
- Multilaw
- ABA Tort Trial & Insurance Practice Section, Media, Privacy and Advertising Law Committee, Chair 2017-2018

Community Involvement

- Children's Law Center, volunteer attorney
- Minnesota Business Magazine Community Impact Awards, judge, 2015

Honors

- "Minnesota Rising Star," Thomson Reuters, 2015-2021
- "North Star Lawyers," Minnesota State Bar Association, 2013-2015
- "Leading Trademark Lawyer," *World Trademark Review*, 2016-2021