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**G. Mathew Lombard and Darren M. Geliebter of Lombard & Geliebter LLP to Present at New York Biotechnology Association 20th Annual Meeting**

NEW YORK, NY-- April 4, 2011 - Darren M. Geliebter, a partner at the New York City-based intellectual property law firm Lombard & Geliebter LLP, will lead a panel presentation at the New York Biotechnology Association's (NYBA) annual meeting which will include fellow firm founding partner G. Mathew Lombard and Dorothy Linnell-Neal, Head of Global Trademark Development at Janssen Global Services, L.L.C., The Pharmaceutical Companies Division of Johnson & Johnson. The meeting will be held April 6 and 7 at the New York Marriott Marquis Hotel in New York City.

The presentation is part of a panel entitled "*Pharmaceutical Trademarks: Legal & Regulatory Considerations*" which will take place on April 6th between 3:45pm-5:00pm. The presentation will focus on the multi-disciplinary approach necessary in order to protect and enforce pharmaceutical product trademarks and brands, including U.S. and international clearance and protection strategies with the U.S. Patent & Trademark Office and foreign trademark offices, as well as strategic considerations necessary for proprietary name approval from the Federal Food & Drug Administration (FDA), EMEA (the European Medicines Agency) and other international regulatory agencies.

Lombard & Geliebter LLP is a boutique intellectual property law firm located in New York City. The firm's expertise includes U.S. and international trademarks, copyrights, and patents, intellectual property litigation, domain name disputes, and licensing. In the pharmaceutical arena, L&G represents companies such as Sanofi-Aventis, Galderma and Ipsen in connection with its trademark matters.

The mission of NYBA is to support the development and growth of New York State's biotechnology industry, and serve its members and the biotechnology community by providing a network for information exchange, shared services, and collective action. For more information please visit [www.nyba.org](http://www.nyba.org).

For more information on Lombard & Geliebter LLP or this event, or this topic, please contact Mathew Lombard or Darren Geliebter at 646.308.1607, visit [lgtrademark.com](http://lgtrademark.com) or send an email to [mail@lgtrademark.com](mailto:mail@lgtrademark.com).