

## Marjory G. Basile

### SERVICE AREAS

#### Business

- Intellectual Property
  - Licensing
  - Patents
- Information Technology + Cyberlaw
- Automotive

#### Litigation + Trial

- Intellectual Property Litigation
  - Copyrights
  - Trademarks
- Litigation + Trial Practice Overview
- Information Technology + Cyberlaw

#### Governments + Nonprofits

- Intellectual Property
  - Licensing
  - Patents
- Information Technology + Cyberlaw

### EDUCATION

- University of Detroit Mercy School of Law, J.D.
- Marygrove College, B.A.

### BAR ADMISSIONS

- Michigan

### COURT ADMISSIONS

#### U.S. Courts of Appeals

- Sixth Circuit
- Ninth Circuit

#### U.S. District Court

- Eastern District of Michigan



### Of Counsel

#### Detroit

150 West Jefferson  
Suite 2500  
Detroit, Michigan 48226

T: +1.313.496.7596

F: +1.313.496.8454

basile@millercanfield.com

As the inaugural leader of Miller Canfield's Intellectual Property Practice Group, Marjory Basile has extensive experience and expertise in trademark procurement and trademark infringement litigation. Through her efforts, she has obtained a significant docket of registered trademarks for her clients as well as several preliminary injunctions and trial verdicts. Although her practice largely revolves around trademarks, Marjory also has considerable experience in copyright matters and patent licensing and is admitted to practice before the United States Patent and Trademark Office. In addition, she is increasingly doing more dispute resolution by acting as an arbitrator in complex commercial disputes.

*"I am always inside the head of my client. From the get-go, I am looking for the place where they want to be when the transaction or dispute is over."*

Marjory G. Basile

### EXPERIENCE

Marjory helped Faygo Beverages Inc. secure its Ohana, non-carbonated drink line. She had to assure the name had widespread appeal, and that it stood apart from the names of other beverages. While the Ohana name worked, another suggestion, Moon Mist, was turned down because it was too similar to a product by another firm. "Ohana is a very successful product line for us," Matthew Rosenthal, director of marketing for Faygo, told *The Detroit News* in an article about the case. "She found it meant family in Hawaiian, which made a tropical beverage very viable for us."

*"Even though I am a litigator by trade, I consider it a near failure if my clients have to deal with a trial. Bottom line: I am proud of getting their disputes over in record time so they can get on with their lives."*

## Marjory G. Basile

U.S. Patent and Trademark  
Office

*"I am not a formula attorney. In a litigation matter, for example, I do not simply move from one chronological step to the next. I am more apt to focus on getting myself to the end of the road so I can look back and see the most expeditious and cost effective way for the client to get there."*

### PROFESSIONAL ACTIVITIES

- American Bar Association, Standing Committee on Pre-Paid Legal Services, 2005-present; Section of Intellectual Property Law, Trademark Office Practice Committee, 2001-present, Patent Policy Committee, 1992-1995, Patent Marking Subcommittee, 1993-1996, University Intellectual Property Committee, Chair, 2005-2006, Licensing Committee Chair, 2006-2006, Security Interest Committee, Chair 2008-2010; Section of Litigation, Division Chair 2006-2007, Intellectual Property Litigation Committee, 1995-present, Co-chair, 2002-2006, Regional Meetings Subcommittee, Co-chair, 1999-2002
- American Bar Foundation, Fellow, 2007-present
- State Bar of Michigan, Intellectual Property Law Section; Computer Law Section; Commissioner-at-Large, 2000-2003; House of Delegates Representative, Michigan Delegation, 2004-present
- Michigan State Bar Foundation, 2003-present
- Oakland County Bar Association, Mediator
- American Arbitration Association, Complex Case Program Panel
- Michigan Intellectual Property Lawyers' Association
- Software Patent Institute, Charter Member
- American Intellectual Property Law Association
- Mortgage Bankers' Association, Legal Issues Committee
- American Prepaid Legal Services Institute, Board Member, 2005-present
- Litigation Council of America, Charter Fellow
- Michigan Supreme Court Historical Society, Member 2002-present

### HONORS + AWARDS

- University of Detroit-Mercy, J.D., summa cum laude

## Marjory G. Basile

- Best Lawyers in America, Intellectual Property Law 2007-2011; Litigation-Intellectual Property, Litigation-Patent, and Trademark Law 2012; 2012 Detroit Litigation-Patent Lawyer of the Year
- Michigan Super Lawyers, Top 50 Women Michigan Super Lawyers 2007-present; Intellectual Property Litigation 2006-present
- DBusiness Magazine, Intellectual Property 2011

### CIVIC, CULTURAL + SOCIAL ACTIVITIES

- Qualifications Review Committee for the Federal Eastern District of Michigan, 2001
- Detroit Regional Chamber, Alumni Association, Detroit Leadership VIII
- Visiting Nurse Association, Ad Hoc Committee for Women Drivers
- The Detroit Institute of Arts, Founders' Society
- Congressman Knollenberg Reelection Committee
- Detroit Athletic Club

### PUBLICATIONS

Interview: "Patented style Detroit attorney puts her stamp on trademark law," Legal News, October 19, 2011

"Annual Review of Intellectual Property Law Developments 2010," (Contributing author), American Bar Association, Intellectual Property Section

"Ethical Issues: 40 Solutions for Litigators," American Bar Association, Litigation Section, 2005

"Protecting Your Competitive Edge: Developing Effective Non-Disclosure and Non-Compete Agreements," Enterprise Magazine, September/October 2005, Michigan Manufacturing Association

"Boom in Software Technology Creates Chaos for Patent Law," Hot Points, Summer 2002

"Doing Business on the Internet," A Practical Guide to E-Business Law, ICLE, June 2001

"Proprietary Rights in Cyberspace," Miller Canfield E-Business Symposium Program Materials, April 2000

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"Protecting Intellectual Property Ownership Rights," Employment Relations Today, Winter 90/91

ABA Business Law Section Annual Survey of Intellectual Property Law, Coauthor, 1998-00

"Patent Arbitration," Coauthor, ADR Handbook for Michigan Practitioners, American Arbitration Association (1996)

"Opening Statements," Michigan Civil Procedure During Trial, 2nd ed.

**SPEECHES**

"Hot Topics in IP," Panelist, PricewaterhouseCoopers Leadership Forum, Scottsdale, Arizona, February 2006

"Arbitrating Intellectual Property Disputes," American Arbitration Association, November 2005

"Protecting your Client's Intellectual Property: Strategies for The Business Lawyer," Institute of Continuing Legal Education, November 2003

"Strategic IP Issues at Business Formation," co-sponsored by ICLE and the Business Law Section of the State Bar of Michigan, November 2003

"Fortify Your Network against Cyber Attacks and Internal SNAFUs," Detroit Regional Chamber, June 2002

"Copyright Basics," presentation to the American Society of Business Publications Editors, May 2002

"Proprietary Rights in Cyberspace," Miller Canfield E-Business Symposium, Troy, Michigan, April 2000; Ann Arbor, Michigan, June 2000; Grand Rapids, Michigan, June 2001; and Kalamazoo, Michigan, June 2001

"IP Implications in Business Deals Involving Technology," Panelist, E-Commerce and Technology Law Institute, Business Law Section, Computer Law Section, Intellectual Property Law Section of the State Bar of Michigan and ICLE, June 2001

"Copyright Basics," American Society of Media Photographers, March 2001

**Marjory G. Basile**

"E-commerce Law: What Every Business Lawyer Should Know,"  
Institute of Continuing Legal Education, November 2000

"Understanding Basic Trademark Law in Michigan," Lorman  
Educational Services, March 1999

Trade Secret Law in Michigan, Business Section, State Bar of  
Michigan Spring Institute, 1998

"Copyright Law Comparison U.S. and Canada," Canadian Consulate  
Symposium, 1998

"Doing Business in Canada--Protecting Intellectual Property Across  
the Border," Walsh College, 1993

"Copyright Issues in Public Speaking," Michigan Association of Public  
Speakers, 1991

**ARTICLES**

- Automotive Guide

**NEWS**

- Miller Canfield Top Women Lawyers and Thomas W. Cranmer Top  
Point Getter in 2011 "Super Lawyers"
- 11 Miller Canfield Lawyers named "Best Lawyers of the Year"