

Snell & Wilmer



John J. Dabney

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Main Bio

John Dabney represents companies throughout the United States in trademark, copyright, false advertising, and unfair competition litigation. Before joining Snell & Wilmer, Dabney was head of McDermott, Will & Emery's trademark litigation group for more than a decade and has served as lead counsel in more than 100 federal court actions and in many cases before the Trademark Trial and Appeal Board. He consistently has been ranked as a top trademark litigator in the country by The Best Lawyers in America® (2016-2021), The Legal 500 (2007-2020) and World Trademark Review (2011-2023). His clients include brand owners in a variety of industries, including food and beverage, medical devices, health care, sporting goods and resorts, household goods, financial services, and more.

John has litigated Lanham Act cases in the federal courts in more than 25 different jurisdictions, including the Eastern District of Virginia, the Southern District of New York and the Northern and Central Districts of California. He has also litigated in the United States Trademark Trial and Appeal Board.

Representative Experience

- Lead counsel for a food manufacturer in a trademark and trade dress infringement litigation involving packaging and brand name
- Lead counsel for a food manufacturer in trademark and false advertising litigation
- Lead counsel for an international electronics manufacturer in false advertising and false designation of origin case in the lighting industry
- Lead counsel for a nonprofit organization in trademark infringement action with medical information provider
- Lead counsel for a brewing company in trademark infringement, false designation of origin and unfair competition case in beer industry
- Lead counsel for a microbrewery in trademark infringement, false designation, of origin and unfair competition case in the beer industry
- Lead counsel for a biopharmaceutical company in a trademark infringement, false designation of origin case in the biomedical drug industry
- Lead counsel for a brewing company in copyright action involving advertising mural
- Lead counsel for a nonprofit organization in a trademark and unfair competition case against a public service broadcaster

- Lead counsel for a global investment and advisory financial services firm in trademark counterfeiting, infringement and unfair competition action

Education

- University of Virginia School of Law (J.D., 1996)
- University of Virginia (B.A., 1993)

Professional Recognition & Awards

- The Best Lawyers in America®, Trademark Law (2016-2023)
 - Lawyer of the Year, Trademark Law (2023)
- IP Star, Managing Intellectual Property Magazine (2022)
- Managing IP Awards, Impact Case of the Year (2021)
- World Trademark Review Global Leaders: Private Practice (2019-2023)
- Washington, DC Super Lawyers®, Intellectual Property Litigation (2013-2021)
- World Trademark Review 1000, Trademark Litigation (2011-2022)
- The Legal 500, Leading Lawyer Trademark Litigation (2007-2020)

Bar Admissions

- District of Columbia
- New York (inactive)

Court Admissions

- United States Court of Appeals, Eleventh Circuit
- United States Court of Appeals, First Circuit
- United States Court of Appeals, Fourth Circuit
- United States Court of Appeals, Second Circuit
- United States Court of Appeals, Sixth Circuit
- United States Court of Appeals, Third Circuit
- United States Court of Federal Claims
- United States District Court, District of Columbia
- United States District Court, District of Maryland
- United States District Court, District of Michigan
- United States District Court, Northern District of Illinois