

Protecting organizational branding

Copyright and trademark protections can be critical for arts and cultural organizations seeking to foster a distinct artistic identity in the communities they serve. These nonprofits often rely heavily on their brand to stand out so that the public can easily recognize and support their creative endeavors and community outreach programs.

Case Example: Founded in 2001 in response to the lack of arts instruction in public schools, **Wingspan Arts** strives to ensure more equal access to the arts through multi-disciplinary arts education programs. Thousands of children across the New York metropolitan region have benefitted from its customized programs in and out of the classroom. Lawyers from **Crowell & Moring LLP** successfully renewed the organization's two trademark registrations with the U.S. Patent and Trademark Office, thereby enabling Wingspan to continue offering its unique community-based learning environment to young New Yorkers. Executive Director Paul Ashley says, "Wingspan is grateful for the assistance from



Photo: Natalie Powers, courtesy of Wingspan Arts

Wingspan Arts strives to ensure more equal access to the arts through multi-disciplinary arts education programs.

Crowell & Moring with our trademark renewals for another ten year period. Having these partnerships allows us to focus on the arts and continue our mission of 'connecting the arts to life' with our Summer Conservatory students."

If your community arts organization needs legal services, please contact Staff Attorney Elizabeth Wytock at ewytock@lawyersalliance.org.

Cornerstone Awards Honor Outstanding Pro Bono Achievements

On November 2, 2023, Lawyers Alliance celebrated the Cornerstone Awards and our exceptional volunteer attorneys at a festive gathering at **Paramount Global**.

Institutional Honorees

American Express General Counsel's Organization: During the past two decades, American Express attorneys and legal professionals have handled more than 70 pro bono cases, ranging from limited scope consultations to complex matters and full representation, for nonprofits building a better New York.

Crowell & Moring LLP: Since 2007, Crowell & Moring has been an indispensable Lawyers Alliance partner. During the past five years, 88 Crowell pro bono attorneys represented 73 organizations that have improved lives throughout the City.



Photo: Daphne Youree

Debevoise & Plimpton LLP: Attorneys from Debevoise & Plimpton have provided vital pro bono services, leadership, and financial support to Lawyers Alliance for five decades, dating back to our beginnings as The Council of New York Law Associates.

Individual Honorees

Yen-Yi Anderson, *Anderson and Associates Law, P.C.*

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Anita L. Pelletier, *Nixon Peabody LLP*

John Racanelli, *Farrell Fritz, P.C.*

Daniel S. Shamah, *O'Melveny & Myers LLP*

Jay B. Straus, *Bloomberg L.P.*

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For additional details and photos, visit our website at www.lawyersalliance.org/volunteer-recognition.