

## Woody Pollack Discusses Patent Law and Copycat Products with the TBBJ

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Woodrow "Woody" Pollack, a partner in Shutts & Bowen LLP's Tampa office, was recently featured in the *Tampa Bay Business Journal's* "Inno" series of articles, giving insight into patent laws and copycat product makers.

The article discusses the quandary startup founders face with imitators selling their product on third party marketplace retailers and the difficulty these e-commerce platforms face in terms of regulation such activity.

According to Woody, "3D printing, efficient manufacturing, the internet and e-commerce platforms have made it easier to sell counterfeit products quickly."

He goes on to explain that he does see an opportunity for a solution through a collaborative effort from the companies to remain competitive, regulator engagement and e-commerce platform efforts.

To read the article in full, click [here](#).

### About Woodrow "Woody" H. Pollack

Woodrow "Woody" H. Pollack is a partner in the Tampa office of Shutts & Bowen, where he is a member of the Intellectual Property practice group. Woody is Board Certified in Intellectual Property Law by The Florida Bar. He focuses his practice on litigating complex patent, trademark, copyright and trade secret disputes. He litigates matters in state and federal courts as well as patent validity issues before the U.S. Patent Trial and Appeal Board. He also counsels clients extensively in developing patent and trademark portfolios.

### Professionals

Woodrow "Woody" H. Pollack



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