

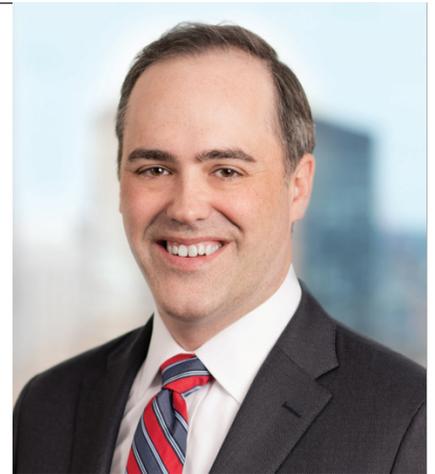
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# TRAILBLAZERS

## PLAINTIFFS' LAWYERS

### LOUIS TOMPROS WILMERHALE



**PIONEER SPIRIT** Louis Tompros believes his experience and ability to work on both the plaintiffs' and defense side are particularly helpful in the intellectual property space. "As creative people try to get their ideas out there, they may also be a target from the other side. So while my most recent high-profile work is on the plaintiffs' side, I can do both. And my plaintiffs' work benefits from my defense work, and vice versa."

**TRAILS BLAZED** Tompros represented artist Matt Furie in a pro bono case involving his cartoon creation Pepe the Frog against radio host and far-right conspiracy theorist Alex Jones in a copyright infringement case reinforcing protections across the world of memes and internet content. When Furie's creation became the mascot for an extremist wing of the alt-right movement, which used the character on social media platforms and in selling merchandise, Furie decided to assert his legal rights with Tompros. The first action was brought against a publisher of children's books and soon added actions against Jones' Infowars website, which was selling posters with Pepe. "The idea of meme-ification in the public domain had never been tested before. We were able to tie the internet world of memes to an older case from the 1990s where people were making copies of the cartoon character Odie from Garfield." The court agreed, and his client was awarded a summary judgment in addition to Jones never selling anything featuring Pepe again.

**FUTURE EXPLORATIONS** Tompros sees the need for lawyers to continue to protect people as the internet grows. "The growth of 'deep fake' modified videos and the phenomenon of doxxing will impact many of these issues. We will continue to see inventors push technology forward and creatives push art forward—hopefully, with lawyers protecting their ideas as the law evolves too."