

William Zac Duffy



Shareholder [Dallas](#)
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Education

J.D. from South Texas College of Law Houston *cum laude*

- *Currents International Trade Law Journal* (Editor in Chief)
- Order of the Lytae (Top 10%)

B.B.A. from University of Oklahoma

Bar Admissions

Texas

United States Court of Appeals for the Ninth Circuit

United States District Court for the Eastern, Northern,
Southern and Western Districts of Texas

Related Practices

Intellectual Property

Intellectual Property Litigation
Litigation

Employment Litigation

Intellectual Property Litigation
Trade Secrets

Related Industries

Manufacturing

Overview

Zac focuses his practice on intellectual property and technology law. He received his undergraduate degree in Management Information Systems (MIS) at the University of Oklahoma and spent several years working as a technical resource at a software company that served banks and other financial institutions. Zac's background allows him to provide valuable counsel on matters that involve some form of technology, including software copyright infringement, patent litigation and complex trade secret cases.

Software: Zac assists clients with software contracts, including software as a service (SaaS) agreements and contracts to develop or host new software applications for third parties. He has also represented parties in litigation over unpaid service fees and disputes about software deliverables.

Trademarks: Zac represents companies in trademark litigation over alleged violations of the Lanham Act and related claims for unfair competition and false advertising. He has filed a large number of trademark applications with the United States Patent and Trademark Office (USPTO) and has also represented clients in trademark opposition proceedings brought before the Trademark Trial and Appeal Board (TTAB).

Patent Litigation: Many of Zac's clients are companies involved in patent litigation over a wide variety of technologies, including digital video security systems, Radio Frequency Identification (RFID), medical devices, oil and gas tools and systems, and consumer electronics.

Data Privacy/Cybersecurity: Zac provides counsel on data privacy and cyber security law, including updating Privacy Policies and related practices to comply with US

Retail
Technology & Telecommunications
Restaurants

Achievements

Thomson Reuters – Texas Rising Stars (2011-2018)
Woodward/White, Inc. – Best Lawyers in America, Litigation – Intellectual Property (2025-2026)

federal and state laws and the EU GDPR. He has also assisted companies in responding to data breach incidents, and has represented clients involved in regulatory actions by the FTC for alleged violations of data privacy laws and regulations.

Experience

Copyright, Patent + Trademarks

Represented Seasons USA, a leading manufacturer of novelty holiday-related toys, costumes and decorations, in a series of copyright, patent and trademark infringement matters involving Halloween-related products. (Northern District of Texas).

Trademarks (Trademark Trial and Appeals Board)

Represented a software services company in trademark opposition proceeding.

Software

Represented a software development company in litigation over unpaid fees allegedly due to faulty or defective software deliverables.

Trademark (Federal Court Litigation)

Represented franchisee of a pizza chain sued by franchisor for unpaid royalties, trademark infringement and related violations of the Lanham Act. (Northern District of Texas).

Trademark (Federal Court Litigation)

Represented an authorized dealer of luxury outdoor grills accused of using trademarks of manufacturer without authorization. (Northern District of Texas).

Trademarks (Federal Court Litigation)

Served as counsel for a non-profit that was sued for trademark infringement, dilution, domain name cybersquatting and other claims. (Northern District of Texas).

Trademarks (Trademark Trial and Appeal Board)

Represented a company selling The Original Frozen Ranch Water® in trademark cancellation proceeding.

Trademarks (Trademark Trial and Appeal Board)

Represented a company selling alcohol mixers in a trademark opposition proceeding.

Trademarks (Trademark Trial and Appeal Board)

Represented a fragrance company in trademark opposition proceeding.

Patent Litigation

Represented two security service companies, Trover Group, Inc. and The Security Center, Inc., in a case involving the enforcement of patents related to digital video security systems. (Eastern District of Texas).

Patent Litigation

Represented Nu-You Technologies, Inc., a local manufacturer of hair care products, in a series of cases to enforce a patent related to a certain hair styling device against a number of competitors that sold infringing products. Cases resulted in a number of settlement agreements that included permanent injunctions against most of the competing manufacturers. (Northern District of Texas).

Patent Litigation

Defended Lennox Industries, Inc. in a patent infringement lawsuit filed by a non-practicing entity over mobile software applications. (Northern District of Texas).

Patent Litigation

Represented C.C. Forbes, LLC in a case involving oil well work-over and well service equipment. (Eastern District of Texas).

Patent Litigation

Represented Bel Fuse, Inc. in a case involving unregulated and semi-regulate bus converters. (Eastern District of Texas).

Trade Secrets

Won summary judgment on behalf of an executive and his new company in a case alleging he had misappropriated trade secrets and violated a covenant not to compete by doing business with customers of his former employer.

Software and Tech

Worked with expert witness to review and analyze competitor's source code as part of dispute over the manner in which their application performed certain functions.

Design + Manufacturing

Represented companies and former business partners in disputes over which party owns the rights to product designs and the use of a manufacturing process.

Newsroom

Press Release: Fifty-Seven (57) Munsch Hardt Attorneys and One Lawyer of the Year Highlighted in 2026 Best Lawyers® in America Directory

Press Release: Fifty-Three (53) Munsch Hardt Attorneys Honored in 2025 Best Lawyers in America Directory

Article: Texas AG Signals Plans to Aggressively Enforce Texas' New Data Privacy & Security Act

Press Release: Munsch Hardt Announces 2022 Promotions to Equity Shareholder and Shareholder

In The News: Leo India Films Order of Dismissal

Article: Does Your Trade Secret Attorney Know Patents?

Article: The Top Blockchain Patents of 2018

In The News: Munsch Hardt Doubles IP Litigation Practice Through Acquisition

In The News: Dallas Trial Boutique to Close as Munsch Hardt Hires Its Lawyers

Press Release: Munsch Hardt Joins Forces with McDole Williams, Strengthening Its Commercial Litigation and IP Practices

Article: Fifth Circuit Overrules NLRB on Collective Action Waivers

Speech: Employment in the Energy Sector, Key Terms in Employment Agreements and Workplace Policies