

## Claudia G. Cohen

Associate

212 468 4838

ccohen@dglaw.com



### Areas of Focus

Intellectual Property + Media | Trademark and Brand Management | Intellectual Property Litigation | Advertising + Marketing | Advertising Disputes and Challenges | Advertising Review, Production and Media

---

### Overview

**Claudia Cohen's practice spans all aspects of domestic and international trademark law. She advises brands, advertising and marketing agencies, and celebrities on protecting and enforcing their trademarks and other intellectual property (IP) rights.**

With her attention to detail and responsiveness, Claudia counsels clients on trademark clearance and selection, prosecution, portfolio maintenance, policing, enforcement and licensing. She provides effective solutions to trademark clearance issues and develops strategies to help mitigate the risk of infringement claims. When claims do arise, she draws on her earlier litigation experience to defend clients' rights and resolve matters quickly. In addition to enforcing and safeguarding the value of a client's IP, Claudia acts to uncover and stop infringements, including in all types of advertising, on the internet, on social media platforms and in domain names.

Claudia's trademark prosecution experience includes creating strategies to overcome registration refusals by the U.S. Patent and Trademark Office and successfully obtain trademark registrations. She also initiates and defends trademark opposition and cancellation proceedings before the Trademark Trial and Appeal Board.

Claudia has practiced commercial litigation at Davis+Gilbert as well as earlier in her career at Milbank LLP. She also maintains an active pro bono practice focused on IP issues.

---

## Representative Experience

- Obtained federal trademark registrations for a celebrity client, overcoming substantive registration refusal and securing the cancellation of a blocking registered mark through a Trademark Trial and Appeals Board proceeding.
- Created and executed brand protection program for a television personality, which involved continuously and effectively removing a high volume of trademark, copyright, and right of publicity infringements on social media platforms, on websites and in online marketplaces.
- Protecting the international trademark portfolio of a national pizza chain by advising on and managing enforcements on infringements and oppositions to conflicting trademark applications in multiple foreign countries.
- Managing the domestic and international trademark portfolio of a well-known fashion brand, including conducting trademark clearance searches, filing and prosecuting new trademark applications, maintaining existing trademark registrations and handling enforcement actions.
- Won the transfer of four domain names to a national pizza chain that incorporated its name and trademark, in proceedings before the World Intellectual Property Organization under the Uniform Domain Name Dispute Resolution Policy.

---

## Insights + Events

### Alert

2024 Top 10 Advertising + Marketing Trends: Balancing Risks & Rewards  
January 24, 2024

### Trends in Marketing Communications Law

Spinning Out of Trademark Protection: Highly Distinctive Marks Versus Generic Terms  
April 13, 2022

### Trends in Marketing Communications Law

Capsule Collections Capture a Moment in Time  
April 13, 2022

### Publication

LawInSport | Controlling Athletes' Trademarks: What Can Sports Learn From WWE's Trademark Ownership?  
October 15, 2021

### Trends in Marketing Communications Law

Black Lives Matter Movement Sparks Branding Changes  
October 6, 2020

### Trends in Marketing Communications Law

The NAD's Need for Speed  
October 6, 2020

### Alert

Supreme Court Unanimously Rules That Willfulness Is Not Required to Recover Profits  
July 7, 2020

### Alert

The Impact of COVID-19 on U.S. Trademark Applications and Registrations  
April 2, 2020

### Alert

Brexit's Impact on European Union Trademarks  
February 25, 2020

### Alert

Copying Photographs Found Online and the Fair Use Defense  
July 12, 2019

### Publication

Law360 | Combating False Celebrity Endorsements Online  
June 17, 2019

### Press Mention

Law360 | Montel Williams Settles with CBD Cos. to End Likeness Row  
April 3, 2019

### Alert

When Does "Copying" a Photograph of a Building Constitute Copyright Infringement?  
October 25, 2018

### Alert

Enhancing the Likelihood of Enforcement of a Forum Selection Clause in an Online Contract  
March 26, 2018

---

## Credentials

### Education

Brooklyn Law School (J.D., *magna cum laude*, 2012)  
Cornell University (B.S., 2009)

### Distinctions

- *Best Lawyers*®\* "Ones to Watch" 2021-2024, Intellectual Property Law

### Bar Admissions

New York

## **Court Admissions**

U.S. District Court Southern District of New York

U.S. District Court Eastern District of New York

U.S. Court of Appeals Second Circuit