

## Joy J. Wildes

Counsel

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### Areas of Focus

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

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### Overview

**Joy Wildes plays a key role in the creative branding process with strategic trademark, advertising and intellectual property (IP) advice. Her solutions help companies and creative agencies protect their brands while pursuing their business objectives in the United States and internationally.**

While working across a range of industries, including automotive, financial services, food services, sports and consumer products, Joy focuses on removing trademark obstacles and advertising concerns to help clients move forward. Her cost-effective and strategic filing programs provide thoughtful and effective brand protection.

Joy approaches contentious trademark matters from a business and legal perspective. She strives to achieve settlement agreements that establish boundaries, clearly define usage terms and maintain brand integrity. Joy also negotiates and drafts licensing and other IP agreements to help clients monetize their brands.

She has established deep relationships with marketing agencies and in-house client teams that appreciate her understanding of the creative process and collaborative approach.

Before she joined Davis+Gilbert, Joy spent several years as in-house counsel at Carter-Wallace Inc., a personal care products and pharmaceutical company. In that role, she experienced the unique perspectives and challenges her in-house counsel clients regularly face. This further provides her with an ability to take a broader view of brand goals when considering trademark and marketing needs to inform valuable and practical legal advice.

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## Representative Experience

- Overseeing a global project for a U.S. professional sports players organization. Handling clearance, prosecution, maintenance and enforcement in the use and registration of the name and logo in the United States and in over 80 other countries in multiple merchandise and service categories.
- Advising and protecting a national tax preparer client brand on clearance strategies, protection, enforcement, and advertising of its brands including related agreements.
- Counseling an international eyewear company on brand protection strategies; police and enforce rights against the worldwide unauthorized reproductions, sale and other misuse of the brand; and protect and uphold the value of trademarks for merchandising and related uses. Oversaw settlement and license agreements regarding this iconic brand.
- Represented a U.S. insurance company in trademark and false advertising dispute matters in the United States, and coordinated trademark dispute matters in foreign countries as part of its global and U.S. expansion strategy in marketing and commercial activities.
- Defended a women's fashion house in various trademark and copyright dispute matters with favorable outcomes, and without the matters escalating into major litigations.

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## Insights + Events

### 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

### 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

### FAQ, Publication

Thomson Reuters Practical Law | Trademark Laws: New York  
August 26, 2019

### Trends in Marketing Communications Law

No Longer "FUCTION" — Scandalous Mark Provision Struck Down by Supreme Court  
July 10, 2019

## Trends in Marketing Communications Law

What's In a Name?

May 24, 2018

## Publication

Practical Law: The Journal | Trademark Laws: New York

January 16, 2018

## Trends in Marketing Communications Law

"Nominative Fair Use" Defense May Enable Use of Another's Trademark

April 11, 2017

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## Credentials

### Education

University of Pennsylvania Law School (J.D., 1992)

Cornell University (B.S., 1989)

### Bar Admissions

New York

### Court Admissions

U.S. District Court Southern District of New York

U.S. District Court Eastern District of New York

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## Associations

Member, Davis+Gilbert Women's Forum Committee

Member, International Trademark Association

— Member, Brands and Innovation Committee

Member, New York State Bar Association

— Member, Intellectual Property Law Section

Member, American Bar Association