



## Amanda K. Greenspon

### Lead Partner Miami Intellectual Property

Miami

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### Focus Areas

Commercial Litigation  
Copyrights  
IP Audits & Legal Opinions  
IP Portfolio Management and Counseling  
Patents & Innovations  
Technology Transactions  
Trademark & Advertising

### Highlights

#### Varied Industry Experience

Amanda represents clients in consumer packaging, fashion, adult beverages, travel, hospitality, toys, furniture, technology, financial services, and more.

#### Trademark Pro

Amanda's trademark practice runs the gamut from brand development to trademark infringement and defending clients' marks.

#### Commitment to Diversity and Inclusion

A Seven Sister graduate, Amanda brings wisdom and innovation to the firm's efforts to create and execute powerful DEI initiatives.

### Experience

Amanda K. Greenspon is a partner in the intellectual property group. Amanda advises companies on trademarks and copyrights and works on all aspects of trademark and copyright portfolios. This includes branding and licensing as well as prosecution and enforcement actions at the Trademark Trial and Appeal Board and in federal courts. Amanda's experience with trademarks is particularly comprehensive as it runs the gamut from assisting clients with brand development to bringing actions against infringement of a client's famous marks.

Amanda has represented companies in a variety of fields including

consumer packaging, fashion, adult beverage, travel, restaurant services, toys, furniture, technology, and financial services. Prior to law school, Amanda worked for a global management consulting technology service and outsourcing company on projects in Philadelphia and Zurich, Switzerland.

## Representative Matters

- Represented footwear company in trademark lawsuit pertaining to phonetically identical marks;
- Represented insurance broker in trademark lawsuit pertaining to trademark infringement and cyber-squatting claims;
- Defended beauty product packaging company in patent infringement lawsuit related to fragrance dip tubes;
- Defended footwear company in patent lawsuit related to inner sole technology;
- Represented footwear company at U.S. Trademark Trial and Appeal Board in numerous trademark oppositions;
- Create global strategy for trademark portfolios.

## Credentials

### Education

#### **Benjamin N. Cardozo School of Law, Yeshiva University**

2006

Juris Doctorate | Concentration in Litigation

#### **Bryn Mawr College**

2000

Honors: National Dean's List

A.B. Political Science

### Associations and Memberships

International Trademark Association (INTA)

American Bar Association

Connecticut Bar Association

Connecticut Intellectual Property Law Association

### Honors and Awards

World Trademark Review 1000 – Recommended Individual 2023

IP Stars, Managing Intellectual Property Magazine, Copyright Star  
2022

IP Stars, Managing Intellectual Property Magazine, Trademark Star  
2022

### Admissions

Connecticut, 2007

Florida, 2019

U.S. Court of Appeals, Federal Circuit  
U.S. District Court, District of Connecticut  
U.S. District Court, Southern District of Florida  
U.S. District Court, Southern District of New York  
U.S. District Court, Eastern District of New York  
U.S. District Court, Northern District of Texas  
U.S. Court of International Trade

## Knowledge

Presentation - March 11, 2023, Austin, TX - The State of Marketing, a presentation given at SXSW on the state of marketing and law with a discussion on the current influence of law on branding.

CLE - October 26, 2022, Plano, TX - IP Trivia Night for clients. Presented on the history of IP in Dallas/Fort Worth, and recent IP caselaw on trademarks, copyrights, patents, and trade secrets.

Presentation - August 31, 2022, Dallas, TX - Trademark presentation given to American Airlines Credit Union. Covered the functions and types of trademarks and service marks and how to protect them.

CLE - November 19, 2019, Austin, TX - The Seven Deadly Sins of Trademark Law. Presented a lunch and learn for members of the Association of Corporate Counsel.