



Natasha N. Reed

Associate

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Areas of Concentration

LITIGATION:

- Trademark/trade dress, counterfeiting, licensing, breach of contract, copyright, Internet and domain name, piracy, false advertising, First Amendment, libel, slander, defamation, rights of publicity and privacy, antitrust, securities, product liability and bankruptcy litigation. Handling court actions from beginning to end, including drafting and responding to pleadings, discovery, subpoenas and motions; deposition preparation, taking and defending depositions, trial preparation including preparing experts and other witnesses, in court experience including arguing dispositive motions in federal district court, trial experience.

INTELLECTUAL PROPERTY:

- *Enforcement:* Trademark prosecution before the Patent and Trademark Office and trademark litigation before the Trademark Trial and Appeal Board, including responding to Office Actions issued by the U.S. Patent and Trademark Office and handling appeals, oppositions and cancellation proceedings before the U.S. Trademark Trial and Appeal Board; drafting and responding to cease and desist letters involving trademarks, trade dress, copyrights, domain names and rights of publicity and privacy.
- *Counseling:* Advising clients in the consumer products, fashion, and media industries on the adoption, use, protection and acquisition of domestic and international copyrights, trademarks, trade dresses, domain names, service marks, and business names; overseeing portfolios of trademarks and copyrights for clients, including global brand development and assisting clients in establishing licensing programs for their properties; overseeing the work of foreign associates and agents handling international intellectual property portfolios for clients; prepublication review of media content for issues

Practice Groups and Other Information

Intellectual Property
Litigation
New Media, Entertainment &
Technology
Antitrust

Education Information

Amherst College, BA, 1995, Major:
English and Film Studies
Pepperdine University, JD, 2000,
Pepperdine Moot Court Appellate
Team, 1999-2000; Pepperdine Moot
Court Board, 1999-2000; First Place
Team Award, Interschool Appellate
Competition, 2000; First Place, 1999
ASCAP (American Society of
Composers, Authors & Publishers)
Nathan Burkan Memorial Essay
Competition – “The Unauthorized
Fixation of a Person’s Otherwise
Unfixed Speech: Copyright
Implications of the Monica Lewinsky
Tapes”

Bar Admissions

New York, 2001

involving copyrights, trademarks, rights of publicity, rights of privacy, First Amendment, statutory and regulatory compliance, defamation, fraud, business torts, false or misleading advertising claims, unfair trade practices, antitrust violations, and unfair competition.

MEDIA & ENTERTAINMENT:

- *Intellectual Property and Entertainment Transactions.* Negotiating and drafting intellectual property and entertainment related agreements, including trademark licensing, music licensing, content licensing, representation, publishing, co-production, talent, cobranding, sponsorship, advertising agency, confidentiality, non-disclosure, sweepstakes, distribution, and development agreements.
- *Artist Representation.* Representing emerging musicians, filmmakers and actors.

Court Admissions

- Southern District of New York
- Eastern District of New York

Recognitions

- The 2006 Legal Aid Society Award For Outstanding Pro Bono Service, November 2006.

Professional Activities

- Member, International Trademark Association (INTA)
- Board Member, Practicing Attorneys for Law Students (PALS)
- Board Member, Make The Grade Foundation
- Pro bono civil rights, immigration and child custody litigation

Highlighted Matters

Representative Court Litigations

- Obtained permanent injunction for publisher of various newspaper titles against defendant using virtually identical marks as the name of his online newsletters.
- Represented one of the largest producers of dairy and food products in obtaining seizure orders and preliminary injunctions in connection with trademark enforcement programs in courts across the country against counterfeiters of

client's food products.

- Represented well-known handbag designer and its exclusive U.S. licensee in counterfeiting, trade dress and copyright infringement actions in federal courts across the country against infringing and counterfeit handbag dealers.
- Represented high-end Spanish jewelry and watch designer in trademark infringement claim arising from Swiss defendant's use of an infringing mark on watches.
- Represented chemical company in breach of contract litigation resulting in a bench trial. The litigation involved breach of a licensing agreement concerning the use of our client's trade secrets, know-how and other proprietary technology.
- Represented publisher of a popular weekly automobile newsletter in copyright infringement and breach of contract litigation against one of its subscription customers for copying and distributing copies by e-mail of the client's newsletter to multiple employees, in violation of client's copyrights and defendant's subscription agreement.
- Represented documentary filmmaker in copyright infringement dispute with former producer over ownership of her film footage.
- Represented former member of a legendary jazz quartet in copyright infringement and bootlegging litigation brought against a record company concerning its sale of unauthorized recordings featuring our client's live musical performances.
- Represented high-end French clothing and shoe designer in connection with trade dress infringement actions against defendants selling footwear that infringed our client's famous boot designs.
- Represented one of the most famous "mixtape" music producers in connection with a trademark infringement and right of publicity litigation stemming from the sale of mixtapes alleged to contain samples of a television personality's voice.

Representative Litigations Before Administrative Panels

- Before the World Intellectual Property Organization (WIPO) and the National Arbitration Forum, successfully obtained transfer of domain names for various clients from defendants known for engaging in a pattern of acquiring domain names that incorporate the famous trademarks of others.
- Before the Trademark Trial and Appeal Board, successfully opposed registration of a mark for beverages on summary judgment based on priority and likely confusion with client's identical mark for yogurt products. This proceeding raised a novel issue concerning priority rights for trademark applications filed under the Madrid Protocol.

- Before the Trademark Trial and Appeal Board, successfully opposed motion to dismiss cancellation proceeding filed on behalf of our wine producer client against wine distributor on grounds that distributor obtained a registration for our client's mark by committing fraud on the Patent and Trademark Office.
- Represented numerous clients before the Trademark Trial and Appeal Board, including publisher of the number one fashion magazine in the world, in cancellation and opposition proceedings alleging likelihood of confusion, dilution and other related trademark claims.

Representative Transactions

- Represented handbag designer and its exclusive U.S. licensee in connection with several trademark licensing transactions, manufacturing and distribution deals, franchise agreements and talent/designer agreements.
- Represented well-known New York restaurateur in connection with licensing and representation agreements.
- Represented numerous clients in connection with co-branding, cross -promotion and co-existence deals.
- Prepared agreements for producers of narrative and documentary films, including work for hire agreements, license agreements and co-production agreements.
- Negotiated and prepared numerous agreements for musicians including recording contracts, music licenses, artist management agreements and music publishing agreements.
- Prepared official rules for sweepstakes and contests offered by various magazine publishers.

Highlighted Publications

- *The Unauthorized Fixation of a Person's Otherwise Unfixed Speech: Copyright Implications of the Monica Lewinsky Tapes*; 46 ASCAP COPYRIGHT LAW SYMPOSIUM (2000).