



## **Amanda K. Greenspon**

### **Managing Partner - South Florida Intellectual Property**

South Florida – By Appointment Only

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## **At a Glance**

### **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 Sisters graduate, Amanda brings wisdom and innovation to the firm's efforts to create and execute powerful DEI initiatives.

**Amanda K. Greenspon is a partner in the technology/intellectual property law group. Amanda advises companies on trademarks and copyrights and works with them on all aspects of their 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 the 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 regarding their intellectual property portfolios.

Prior to law school, Amanda worked for a global management consulting, technology service and outsourcing company on projects in Philadelphia, Pennsylvania and Zurich, Switzerland as well as at a global executive search and consulting organization.

## Experience

- 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

## Focus Areas

Copyrights

Consumer Products

Entertainment & Digital Media

IP Portfolio Management & Counseling

Technology Transactions

IP Due Diligence

Sports

Cannabis

FoodTech & Agriculture

Hospitality

IP Audits & Legal Opinions

## Speeches / Publications

- 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.

## Education

Benjamin N. Cardozo School of Law, Yeshiva University, JD, 2006

Concentration in Litigation

Bryn Mawr College, BA, 2000  
Political Science

## **Associations & Memberships**

- International Trademark Association (INTA)
- American Bar Association
- Connecticut Bar Association
- Connecticut Intellectual Property Law Association

## **Honors & Awards**

- World Trademark Review 1000 – Recommended Individual 2023 – 2025
- IP Stars Rising Star, Managing Intellectual Property Magazine, Copyright Star 2022-2024
- IP Stars Rising Star, Managing Intellectual Property Magazine, Trademark Star 2022-2024

## **Bar Admissions**

Connecticut, 2007

Florida, 2019

U.S. Court of Appeals for the Federal Circuit

U.S. District Court for the District of Connecticut

U.S. District Court for the Southern District of Florida

U.S. District Court for the Southern District of Florida

U.S. District Court for the Southern District of New York

U.S. District Court for the Eastern District of New York

U.S. District Court for the Northern District of Texas

U.S. Court of International Trade