



## Natasha N. Reed

### Partner, Co-Chair, Trademark, Copyright & Unfair Competition Practice

*New York*

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Natasha Reed is a partner in Foley Hoag's Intellectual Property practice, resident in the firm's New York office. Her practice covers all aspects of trademark and copyright law with an emphasis on global protection for multinational businesses. Natasha assists clients in developing strategic plans for enforcing their global brands, from managing trademark portfolios for domestic and international clients to litigation involving among other areas, trademark and copyright infringement, anti-counterfeiting, and false advertising, to negotiating and drafting trademark licenses. She specializes in intellectual property enforcement and anti-counterfeiting/anti-piracy litigation, and has experience coordinating a nationwide network of investigators and attorneys pursuing individuals and entities trafficking in counterfeit goods, including through online sales and under infringing domain names.

Natasha also has experience working with U.S. Customs and Border Protection to stop the importation of infringing and counterfeit goods. She regularly advises right holders in a broad range of industry sectors, including fashion, luxury goods, consumer products, food and beverage, and retail on strategies to strengthen domestic and foreign IP protection and enforcement. Natasha has extensive experience counseling clients on strategic brand protection beyond traditional trademark registration, including protecting non-traditional rights, product packaging and unique and distinctive product designs using trade dress, copyright, and patent law. She has assisted owners of some of the world's most famous brands with their trademark, copyright, design patent and other intellectual property needs. Natasha has written several articles on intellectual property issues and is co-editor of [Foley Hoag's Trademark & Copyright Law blog](#).

#### BAR ADMISSIONS

- New York

#### COURT ADMISSIONS

- 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 Western District of New York

#### REPRESENTATIVE EXPERIENCE

Selected Prosecution, Counseling and Enforcement Matters

#### INDUSTRIES

Cannabis

#### PRACTICES

Advertising & Marketing

Licensing & Strategic Alliances

Trademark, Copyright & Unfair Competition

Litigation

Advertising & Marketing Litigation

Trademark, Copyright & Unfair Competition Litigation

Intellectual Property Litigation

Cannabis

#### EDUCATION

Pepperdine University, J.D., 2000

Oxford University, Comparative International Law Program, 1999

Amherst College, B.A., 1995

- Managed domestic and international trademark portfolios and handled trademark prosecution, global enforcement and policing for several well-known fashion, entertainment, media, publishing and food brands.
- Worked closely with well-known handbag designer to enforce trademark rights worldwide by issuing cease and desist letters against multiple copyright and trademark infringers and counterfeiters of bags and designer prints.
- Counseled fashion magazine publisher in connection with licensing efforts in the field of women's clothing, perfumes, jewelry, cosmetics, and household products for its famous fashion brand.
- Counseled luxury hand bag and trunk designer in connection with copyright, trademark and trade dress enforcement matters relating to its famous chevron print design.
- Counseled well-known designer of men's clothing, footwear and accessories in connection with the adoption and registration of a new logo and expanding protection of the new logo globally, to more than 100 countries worldwide.
- Counseled well-known hotel and hospitality company in connection with trademark matters relating to the expansion of its New York-based luxury hotel to other locations.
- Counseled online accountant marketing company in connection with trademark enforcement matters.

## Representative Court Litigations

- Represented leading coffee company and retailer in lawsuit alleging trademark infringement and dilution against competitor for using a trademark that was confusingly similar to client's famous trademark for blended beverages. The complaint also alleged false advertising based on misleading statements made by the competitor that it sold fair trade certified coffee.
- Represented well-known handbag designer and its exclusive U.S. licensee in counterfeiting, trade dress and copyright infringement actions in federal courts across the nation against sellers of infringing and counterfeit handbags.
- Represented high-end French clothing and shoe designer in connection with trade dress infringement and anticounterfeiting actions against several defendants selling copycat footwear.
- Represented high-end Spanish jewelry and watch maker in trademark infringement claim arising from Swiss defendant's use of an infringing mark on watches.
- Defended pet food manufacturer against trademark and trade dress infringement claims brought in federal court relating to the product configuration of its dental dog treats.
- Defended the world's largest global electronic gaming tournament in connection with trademark infringement and dilution claims relating to the use of a mark in connection with promoting electronic sports competitions.
- 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 world's largest producers of dairy and food products in obtaining seizure orders and preliminary injunctions in connection with trademark and anticounterfeiting enforcement programs in courts across the nation against

sellers of counterfeit food products.

- Represented pet food manufacturer in false advertising litigation brought against one of the largest food companies in the world.
- Represented chemical company in breach of contract and trade secret litigation resulting in a bench trial.
- 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 sales of unauthorized recordings featuring the band member's live musical performances.
- Defended 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 and selling counterfeit products online.
- Represented numerous clients before the Trademark Trial and Appeal Board in cancellation and opposition proceedings alleging likelihood of confusion, dilution and other related trademark claims.
- 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 brought on behalf of wine producer against distributor on grounds that distributor obtained a registration for wine producer's mark by committing fraud on the Patent and Trademark Office.

### Representative Transactions

- Managed all aspects of IP due diligence review, analysis and counseling for purchasers of several well-known fashion brands.
- Represented famous 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 product licensing and representation agreements.
- Represented numerous clients in connection with co-branding, cross-promotion and

co-existence deals, including fashion magazine publisher.

- 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.

## HONORS & INVOLVEMENT

### Honors

- The 2006 Legal Aid Society Award For Outstanding Pro Bono Service, November 2006
- 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 Competition - "The Unauthorized Fixation of a Person's Otherwise Unfixed Speech: Copyright Implications of the Monica Lewinsky Tapes"

### Involvement

- Committee Member, Brand Protection Council, American Apparel & Footwear Association (AAFA)
- Pro bono lawyer, Volunteer Lawyers for the Arts (VLA)
- Pro bono civil rights, immigration and child custody litigation
- Past Committee Member, Anticounterfeiting Committee, International Trademark Association (INTA)
- Past Board Member, Practicing Attorneys for Law Students (PALS)
- Past Board Member, Make The Grade Foundation

## PUBLICATIONS

- ["Why Fashion Brands Should File for Trademark Protection in Cuba,"](#) *New York Law Journal* (August 25, 2016)
- ["Eat Your Art Out...Intellectual Property Protection for Food,"](#) Food Navigator-USA.com (June 22, 2016)
- ["From Runway to Replica: Intellectual Property Strategies for Protecting Fashion Designs,"](#) *The Licensing Journal*, Vol. 36, No. 4 (April 2016)
- ["Adidas to Competitors: 'Two Stripes, You're Out',"](#) *The Fashion Law* (March 15, 2016)

### Foley Hoag Alerts and Updates

- Supreme Court Limits Patent Owners' Ability to Control Post-Sale Use of Patented

## **SPEAKING ENGAGEMENTS**

- Panelist, "[Legal Ethics for In-House Trademark and Copyright Attorneys](#)," Foley Hoag Webinar (August 1, 2017)
- Panelist, "[Protecting Product Configurations, Packaging, and Designs: What In-House Counsel Needs to Know](#)," Foley Hoag Webinar (May 3, 2017)
- Speaker, "IP Rights in the Fashion Industry: Leveraging Trademarks, Copyrights and Patents to Protect Designs and Strengthen Brands," Strafford CLE Webinar (January 17, 2017)
- Panelist, "[Working with US and European Customs Authorities to Exclude Infringing Imports](#)," Foley Hoag Webinar (September 21, 2016)