



## Jessica G. Kraver

Associate

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### Practices

FOCUS: Intellectual Property

Advertising, Marketing and Promotions

Privacy, Data and Cybersecurity

Trademark Licensing and Strategy

Intellectual Property Litigation

Copyrights and Copyright Litigation

Trademarks and Trademark Litigation

Litigation

Entrepreneurial Ventures

### Industries

Entertainment and Media Litigation

Technology

Fashion

### Recognition

Katten Muchin Rosenman LLP Pro Bono Service Award, 2012

Empire State Counsel®, Pro Bono Honoree, 2014, 2016

Jessica Kraver concentrates her practice in intellectual property and litigation and dispute resolution matters. She focuses primarily on intellectual property, advertising, marketing and entertainment transactions, including trademark, copyright, licensing and technology matters.

Jessica regularly counsels clients on trademarks and copyrights, as well as integrated marketing campaigns, including joint promotions, brand and product integrations, talent endorsements, sponsorships, contests and sweepstakes. In addition, she provides advice on copyrights and licensing with respect to music, television and film properties. Jessica has also represented fashion and apparel clients in intellectual property infringement litigations involving copyrighted lace designs and geographic trademarks, as well as contractual disputes.

Jessica is committed to serving many of the firm's pro bono clients and regularly counsels clients on intellectual property matters, strategic partnerships, social media policy development, employment and consulting agreements and other general business issues. She is a certified information privacy professional (CIPP/US), credentialed by the International Association of Privacy Professionals.

### Selected Experience

- Representation of client as part of a trial team in an age discrimination case before a jury in the Southern District of New York; reached a successful verdict.

### Memberships

- Anti-Defamation League, New York Next Generation Philanthropy Board
- Association of the Bar of the City of New York
- New York State Bar Association

### Advisories

- Reminder: Action Required by December 31 To Avoid Losing DMCA Safe Harbor Protection (October 20, 2017)
- Hip, Hip, Hooray for Copyrightable Decorative Elements (March 23, 2017)



### Education

JD, Boston University  
School of Law

BA, University of  
Pennsylvania, *magna  
cum laude*

### Bar Admissions

New York

- Copyright Office Rule Changes Require Website Owners to Take Action to Benefit From DMCA Safe Harbor (December 2, 2016)
- Launch of New Generic Top Level Domains *.store* and *.shopping* (April 26, 2016)
- FTC Issues Much-Anticipated Guidance Regarding "Native" Advertising (January 4, 2016)
- 2009 Year-End Intellectual Property Issues Advisory (December 2009)

### Articles

- "The Inappropriateness of Applying Presumptions of Reliance to Facilitate Class Certification of Consumer Fraud Actions," *Class Action Reports* (June 1, 2010)

### Newsletters

- *The Katten Kattwalk* | Issue 13 (Summer 2017)
- *The Katten Kattwalk* | Issue 09 (Spring 2016)

### Speaking Engagements & Presentations

- Speaker | IPELS Fashion Law Committee | New York, New York (September 28, 2016)
- Panelist | BAA Government & Legal Affairs Update: June 2016 | Webinar (June 23, 2016)