

Jessica G. Kraver

Partner

New York Office

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Practices

FOCUS: Intellectual Property
Advertising, Marketing and Promotions
Entrepreneurial Ventures
Intellectual Property Litigation
Litigation
Privacy, Data and Cybersecurity
Trademark Licensing and Strategy
Trademarks and Trademark Litigation

Industries

Entertainment and Media Litigation
Fashion
Technology

Education

JD, Boston University School of Law
BA, University of Pennsylvania, *magna cum laude*

Bar Admissions

New York

Community Involvements

New York State Bar Association

Jessica Kraver is a full-service intellectual property attorney who counsels brands at each stage of their lifecycle to support their growth while protecting and preserving their intellectual property assets. Jessica concentrates her practice in intellectual property and technology transactions, as well as litigation and dispute resolution. Her clients represent a diverse range of industries, but she is particularly experienced with those in the fashion and consumer products sectors.

Approaching legal issues with a business perspective reduces risks and boosts outcomes

Jessica functions as a hybrid business and legal adviser, since her clients' legal issues are often intertwined with their business goals. Calling upon her own previous experience in advertising and media, she helps brands define their identity and grow their presence in the marketplace. She regularly counsels clients on domestic and international trademark portfolio development, copyrights, advertising and marketing issues (including sweepstakes, contests and promotions), sponsorship and endorsement agreements, licensing, intellectual property enforcement, technology transactions and integration (including a variety of software licensing agreements, along with their associated Service Level Agreements and Data Processing Agreements), and related privacy concerns. She also assists with intellectual property, privacy and data security aspects of corporate transactions.

Jessica handles a wide breadth of transactional matters on a day-to-day basis. She also litigates in court, as well as before the Trademark Trial and Appeal Board. In addition, she has developed a deep understanding of IP issues in China and was able to help several clients successfully combat trademark pirates and counterfeiters in the Chinese market. This skill set is becoming increasingly valuable to many companies doing business abroad.

Jessica is committed to serving many of the firm's pro bono clients. She

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regularly counsels them on intellectual property matters and other general business issues. She is also a certified information privacy professional (CIPP/US), credentialed by the International Association of Privacy Professionals; the IAPP is not affiliated with any governmental authority.

Representative Experience

- Represented client in age discrimination case before a jury in the US District Court for the Southern District of New York. Obtained successful verdict.
- Represented a fashion brand in an opposition proceeding before the United States Patent and Trademark Office Trademark Trial and Appeal Board through oral argument before the Board. Obtained successful verdict.

Recognitions

Recognized or listed in the following:

- Empire State Counsel®
 - Pro Bono Honoree, 2014–2016, 2018
- Katten Muchin Rosenman LLP Pro Bono Service Award
 - 2012

News

- Katten Named 2024 'Law Firm of the Year' for Trademark Law by Best Law Firms® (November 2, 2023)

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- Katten Honors Attorneys for Providing Pro Bono Services (October 30, 2023)
- Katten Attorneys Help Drive \$3.2 Billion US Car Dealership Deal (October 6, 2021)
- *Law360* Celebrates Katten's New Partner Class (February 8, 2021)
- Katten Announces New Partner Class (October 30, 2020)
- Katten Wins Dismissal of Opposition to Mansur Gavriel Trademark Registration Following TTAB Trial (October 1, 2018)
- Katten Represents InMarket Media in Successfully Blocking Injunction Bid (January 5, 2015)
- Katten Obtains Permanent Injunction for Aéropostale in Settlement of Trademark Infringement Lawsuit (July 25, 2014)
- Katten Obtains Favorable Ruling for Slide Mountain in Loehmann's Domain Name Dispute (May 29, 2014)
- Katten's Work on Behalf of Queens Economic Development Corporation Noted in *New York Law Journal* and *Daily News* (June 13, 2013)
- Katten Honors Eight Attorneys With Pro Bono Service Awards (July 20, 2012)

Publications

- *The Katten Kattwalk* (Triannual) | Contributor
- *Kattison Avenue* (Quarterly) | Editor and Contributor
- *Kattison Avenue/Katten Kattwalk* | Issue 3 (Winter 2024)
- *Kattison Avenue* | Issue 11 (Fall 2023)
- Privacy, Data and Cybersecurity *Quick Clicks* | Issue 7 (July 2023)
- Federal Trade Commission Updates Endorsement Guides and Proposes New Rule on Consumer Reviews (July 5, 2023)
- Financial Markets and Funds Quick Take | Issue 14 (May 30, 2023)

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- *Kattison Avenue* | Issue 10 (April 26, 2023)
- *Kattison Avenue/Katten Kattwalk* | Issue 2 (Winter 2023)
- *Kattison Avenue* | Issue 9 (Fall 2022)
- Federal Trade Commission Releases Guidance to Merchants That Offer Buy Now/Pay Later (BNPL) Options to Customers (September 27, 2022)
- New York Proposes Significant Regulation for Fashion Industry: The 'Fashion Sustainability and Social Accountability Act' (January 26, 2022)
- *Kattison Avenue/Katten Kattwalk* | Issue 1 (Winter 2022)
- FTC Warns Massive List of US Companies Not to Deceive Consumers With False Endorsements and Reviews (October 15, 2021)
- 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)
- 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)
- "The Inappropriateness of Applying Presumptions of Reliance to Facilitate Class Certification of Consumer Fraud Actions," *Class Action Reports* (June 1, 2010)
- 2009 Year-End Intellectual Property Issues Advisory (December 2009)

Presentations and Events

- ANA Advertising Law 1-Day Conference (March 20, 2024) | *Panelist* | *Hot Topics in Retail for 2024*
- Brand Activation Legal Committee Meeting (November 17, 2022)

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- Media Law Resource Center (MLRC) Cal Chapter Quarterly Meeting (December 9, 2021)
- IPELS Fashion Law Committee (September 28, 2016) | *Speaker*
- BAA Government & Legal Affairs Update: June 2016 (June 23, 2016) | *Panelist*