



## Alexandra R. Caleca

Associate

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New York

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### Practices

FOCUS: Intellectual Property

Advertising, Marketing and Promotions

Copyrights and Copyright Litigation

Intellectual Property Litigation

Trademarks and Trademark Litigation

Trademark Licensing and Strategy

### Industries

Fashion

### Recognition

Empire State

Counsel®, Pro Bono Honoree, 2016

### Education

JD, Brooklyn Law School

BS, Boston University, *cum laude*, Dean's List

### Bar Admissions

New York

Alexandra R. Caleca concentrates her practice on securing, protecting and enforcing rights in the trademark area for companies of all sizes, including in the management of global trademark portfolios. While much of her practice has involved clients primarily in the fashion and apparel, consumer goods, and luxury industries, she has worked on projects involving a variety of industries. She focuses on worldwide branding strategies and protection and enforcement of intellectual property rights, including trademark clearance, prosecution, registration, opposition and cancellation actions, policing, infringement, and anti-counterfeiting. She also advises clients in drafting licensing, assignment, settlement and co-existence agreements. Alexandra also has handled projects involving copyright and advertising issues.

Before law school, Alexandra gained legal and business experience as both a paralegal and later as a legal intern for a global fashion company.

During law school, Alexandra served as the president of the Intellectual Property Law Association, founder and chair of the Fashion Law Committee, and notes and comments editor of the *Brooklyn Journal of International Law*. She also was a fellow at Brooklyn Law School's Trade Secrets Institute and interned for various leading luxury goods companies.

### Memberships

- New York City Bar Association, Fashion Law Committee, Affiliate Member
- New York Intellectual Property Law Association, Trademark Committee
- International Trademark Association

### Articles

- Co-author, Debunking the Fashion Industry's "Three Change" Rule, *New York Journal* (August 28, 2017)
- Co-author, The New Wave of Sales-Price Advertising Claims: What's Behind It and How to Minimize Risks, *Brand Activation Association* (November 9, 2016)