

Amanda

B. Agati

Partner

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Overview

“Clients frequently come to us when they think they’ve hit a roadblock. It’s so rewarding when I’m able to work closely with them to help achieve something they didn’t think possible.”

Amanda Agati develops worldwide branding strategies to align with clients’ business objectives and provides strategic advice to obtain, protect, and enforce intellectual property assets for clients ranging from fast-growing startups to some of the world’s best-known companies. Her practice focuses on all aspects of trademark law and extends to copyright, design patent, and unfair competition law, IP-related agreements, due diligence, and strategic counseling.

Amanda is adept at identifying and managing risks associated with trademark adoption around the world. She develops cost-effective global filing programs, and uses creative approaches to clear obstacles and obtain rights. Her extensive experience negotiating and litigating complex multijurisdictional conflicts, coupled with her

innovative strategies to increase leverage, enables her to achieve favorable results.

During several secondments for premier luxury brands, Amanda counseled senior management directly on matters and best practices relating to commercial contracts, global data privacy, advertising, social media, digital media, and related commercial matters. She draws on this experience to provide actionable advice that considers real-world demands and business implications for clients across diverse industries, including fashion, pharmaceutical, hospitality, consumer products, and luxury. Clients rely on her dynamic and highly responsive approach to provide decisive advice without time-wasting missteps.

Representative Experience

Advised Bonobos, Inc. on trademark and copyright matters in connection with its acquisition by Walmart for reportedly \$310 million

Provide ongoing strategy for a multibillion-dollar international biotech company on diverse IP and business matters, including developing procedures



for and overseeing trademark clearance and filing program for pharmaceutical brand names for drugs submitted to FDA and EMA

Develop expansion strategies for one of the world's largest hospitality companies, including resolving several longstanding conflicts

Assisted in preparation of independent expert witness testimony for an international arbitration brought against a Central American country that was challenging decision of its Supreme Court in a trademark conflict

Successfully overcome descriptiveness refusals in various jurisdictions around the world

Successfully resolve complex international and multijurisdictional trademark conflicts

Worked with a global automotive products company to develop strategy for a high-volume clearance project and multicountry launch of new consumer product line

Education

Fordham University School of Law (JD, 2010)

Fordham Intellectual Property, Media & Entertainment Law Journal (Associate Editor)

Binghamton University School of Management (BS, *magna cum laude*, 2007)

International Business and Marketing

Admissions

Bar Admissions

New York

Court Admissions

U.S. District Court, Southern, New York

Focus

- Fashion
- Consumer Products
- Pharmaceuticals
- Hospitality & Hotels
- Personal Care & Cosmetics
- Professional Services
- Startup & Emerging Growth

Services

- Trademark
- Copyright
- International
- Social Media & Domain Names

Associations

Professional

The Association of the Bar of the City of New York (Co-chair of the Fashion Law Committee, Inaugural Member)

International Trademark Association (INTA)

Community

Women Mean Business Luncheon, benefiting Coalition for the Homeless' First Step Job Training Program (Young Luncheon Committee)

Recognition

World Trademark Review's WTR 1000 2023-25, "Agati brings a globe-spanning vision to her trademark practice and has a keen eye for securing tactical and commercial advantages for her clients' portfolios."

Managing Intellectual Property IP STARS, 2020-23



Managing Intellectual Property IP STARS Rising Star, 2018-19

Super Lawyers® New York Metro Rising Stars, 2017-20

Languages

Spanish

Speaking Engagements

- *Branding Law: How to Soft Launch, Iterate, and Pivot*, Austin Startup Week, November 2022
- *NFTs and the Fashion Industry*, Presentation for NYC Bar Fashion Law Committee, May 2021
- *Bad Faith Trademark Filings*, CLE presentation at Fross Zelnick Lehrman & Zissu, P.C., June 2018
- *International Trademark Disputes: Challenges and Strategies*, *Managing Intellectual Property's* International Women's Leadership Forum, June 2017
- *Creativity: The Next Generation*, New York Intellectual Property Law Association (NYIPLA), April 2013