

# Darra Frino

Associate

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## Overview

**"I am intrigued by the balance and intersection of protecting innovative ideas and the legal boundaries of those ideas. My trademark practice allows me to counsel brand owners on what they can or should do – while also learning every day how these laws and decisions make a tangible impact on the reputation and commercial success of companies and public opinion."**

Darra Frino is an associate in our International practice. She counsels brands on international clearance, filing, prosecution, and maintenance of trademark portfolios.

Prior to joining Fross Zelnick, Darra was an associate at Fish & Richardson, where she worked on trademark prosecution, litigation, and transactional matters.

## Education

The George Washington University Law School  
(JD, 2020)

Cornell University (BS, 2017)

## Admissions

### Bar Admissions

New York

## Focus

- Hospitality & Hotels
- Consumer Products
- Food & Beverage
- Fashion
- Sports

## Services

- International
- Trademark

## Associations

ChIPs

International Trademark Association (INTA)



## Languages

English

*Could AI require platforms to do more to prevent infringement?* Word Trademark Review 2023

*Software Copyrightability: Where We Are and What's to Come* Intellectual Property & Technology Law Journal 2021