

# Joyce M. Ferraro

Partner

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## Overview

**“I understand that I’m not just dealing with legal issues, but issues that affect my clients’ core businesses. They want more than a discussion of the options. My clients want to know how the legal options impact their strategy. We aren’t writing answers to law school exam questions – it’s real business life that’s being affected.”**

Joyce Ferraro conducts worldwide due diligence audits and negotiates and drafts patent, copyright, trademark, trade secret and license agreements. Much of her work is in connection with acquisitions, divestitures, mergers, asset purchases, and financings. Clients praise her decisiveness in laying out their options in business terms and making concrete recommendations – something she learned early in her career as an in-house lawyer at one of the world’s largest technology companies.

Joyce also manages and enforces domestic and international intellectual property portfolios, including devising strategies for – and counseling clients in connection with – trademark selection,

clearance, adoption, use, prosecution, maintenance, management, and enforcement. She has drafted pleadings, discovery documents, motions, and trial briefs in connection with opposition and cancellation proceedings before the USPTO’s Trademark Trial and Appeal Board and various federal courts. Joyce also advises clients in connection with their online presence, including policing and taking action against trademark infringement on the internet and in connection with domain name disputes.

## Education

Pace University School of Law (JD, 1989)

Iona College (BA, 1986)

Computer Science and Mathematics

## Admissions

### Bar Admissions

Connecticut

New York



## **Court Admissions**

U.S. Court of Appeals, Federal Circuit

U.S. District Court, Eastern, New York

U.S. District Court, Southern, New York

U.S. Patent and Trademark Office

## **Focus**

- Consumer Products
- Personal Care & Cosmetics

## **Associations**

### **Professional**

American Bar Association

New York State Bar Association (Member,  
Intellectual Property Law Section)

International Trademark Association (INTA)

### **Community**

Kennedy Catholic High School, Somers, New York  
(Member, Board of Trustees)

## **Recognition**

*Super Lawyers*® Intellectual Property, New York  
Metro 2020-23; "Top Women Attorneys in New  
York" 2022-23