

Maritza C. Schaeffer

Partner

212.813.8267

mschaeffer@fzllz.com



Overview

"I break down complex legal issues so clients can easily understand what's important and make the business decisions they need to make."

Maritza Schaeffer helps brands with multinational trademark portfolios expand their product offerings and geographic reach by counseling clients on international trademark strategy. She is involved in the international clearance, filing, prosecution, and maintenance of trademarks. Maritza handles global enforcement issues, trademark opposition and cancellation proceedings, and works with clients on copyright matters.

In addition to registering conventional trademarks, Maritza has garnered nontraditional trademarks for clients, including three-dimensional marks and color marks. She also handles policing and anti-counterfeiting matters, and has worked on numerous IP-related agreements.

Prior to joining Fross Zelnick, Maritza was an associate in the intellectual property litigation group at a large firm in New York City.

Education

Brooklyn Law School (JD, *cum laude*, 2009)

Dean's List, *Journal of Law and Policy*, Notes & Comments Editor

Skidmore College (BA, *cum laude*, 2003)

English Literature

Admissions

Bar Admissions

New York

Court Admissions

U.S. District Court, Southern, New York

Focus

- Consumer Products
- Celebrities, Bands & Athletes



- Hospitality & Hotels
- Jewelry & Watches
- Personal Care & Cosmetics
- Pharmaceuticals
- Startup & Emerging Growth

Associations

International Trademark Association (INTA) –
Member, Non-Traditional Marks Committee
New York City Bar Association
Brooklyn Law School's Media and Entertainment
Law Mentoring Circle

Recognition

The Best Lawyers in America®, "Ones to Watch" –
Intellectual Property Law 2024