

# Nancy DiConza

Senior Counsel  
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## Overview

**"I have always enjoyed writing. When a trademark application encounters a refusal from the USPTO, I enjoy the exercise in strategy, evidence gathering, and persuasive writing to try to overcome it. It's rewarding to get clients' marks past those hurdles."**

Nancy DiConza's practice focuses on U.S. trademark counseling, searching, filing, and maintenance, as well as trademark practice before the USPTO's Trademark Trial and Appeal Board. She frequently works with the firm's lawyers who focus on international matters to coordinate on worldwide projects and strategy.

Nancy works with clients to create brand usage guidelines, to review advertising materials for potential trademark and copyright issues, and to adapt trademark coverage to address emerging technologies. She represents some of the world's best-known companies across a variety of industries, frequently shifting gears from business consulting and financial services to fashion and

cosmetics, to automotive products, and to luxury goods including champagne, wine, and watches.

## Representative Experience

- Adapting trademark strategies and brand coverage to address emerging technologies
- Overcoming complicated refusals to achieve registration with the USPTO
- Clearance of advertising materials to identify potential trademark and copyright issues
- Creating brand usage guidelines for financial services company
- Worked with a global automotive consumer products company on high-volume clearance project and strategy for multi-country launch of new product line
- Handling IP aspects of corporate transactions and related title updates
- Advising on complicated chain-of-title issues in connection with business deals



## Education

New York University School of Law (JD, 1999)

Fairfield University (BA, *summa cum laude*, 1996)

*Phi Beta Kappa*

## Admissions

### Bar Admissions

New York

## Focus

- Personal Care & Cosmetics
- Fashion
- Food & Beverage
- Jewelry & Watches
- Professional Services
- Consumer Products

## Associations

American Bar Association

New York State Bar Association