

Shelby

P. Rokito

Associate

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Overview

“I’m grateful to be surrounded by true experts in the field of intellectual property litigation who not only know the ins and outs of the law, but also have a tremendous capability to translate their expertise into practical solutions with tangible commercial implications for our clients.”

Shelby Rokito’s litigation practice focuses on protecting and enforcing clients’ intellectual property rights. Shelby’s litigation experience enables her to identify issues and come up with creative solutions to help clients maintain the integrity of their brands and their content.

With a robust litigation background in state and federal court, Shelby litigates copyright, trademark, and unfair competition claims on behalf of clients across a range of industries, including media and entertainment, sports, fashion, food and beverage, and consumer products.

Prior to joining Fross Zelnick, Shelby was an associate in the litigation department of a leading New York law firm.

Education

University of Pennsylvania (JD, 2018)

Order of the Coif;
Senior Editor, Journal of Business law

Cornell University (BS, *magna cum laude*, 2015)

Admissions

Bar Admissions

New York

Court Admissions

New York, Appellate Division (1st Dep’t)

U.S. District Court, Eastern, New York

U.S. District Court, Southern, New York



Recognition

Super Lawyers® Rising Stars, New York Metro
2023; “Top Women Attorneys in New York” 2023

Decisions

- World Champ Tech, LLC v. Peloton Interactive, Inc.
- APP Group (Canada) Inc. d/b/a Mackage and A.P.P. Group Inc. d/b/a Mackage v. Rudsak USA Inc.
- Louis Vuitton Malletier v. Quanzhow Viition Gifts Co., Ltd.

Languages

English