

Tamar Niv Bessinger

Partner

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Overview

“I focus on understanding my clients’ businesses so I can provide tailored advice to help them achieve their branding goals while respecting their risk tolerance.”

Tamar Niv Bessinger offers clients proactive and practical IP counsel with creative strategies to achieve their goals while preserving their bottom line. Tamar’s practice focuses on U.S. trademark searching, filing, enforcement, as well as portfolio management. She is adept at obtaining trademark registrations under challenging circumstances.

A frequent speaker at trademark industry events and writer on issues including search strategies and ethics in trademark law, Tamar advises clients on trademark clearance, licensing, and acquisitions. She also negotiates and drafts coexistence, settlement, and manufacturing agreements.

Tamar works with clients across diverse industries, including personal care products, beauty and

fashion, luxury brands, restaurants, and entertainment and communications.

Representative Experience

- Successfully cleared a high volume of names and logos for multiple new product launches for a personal care consumer goods company
- Worked with a major apparel manufacture to strategize filing for a new line including acquiring third-party marks and keeping client’s identity confidential until launch
- Worked with jewelry, perfume, and technology startups to form and implement brand protection strategies within limited budgets
- Worked with a large cosmetics company to integrate multiple portfolios for newly acquired brands
- Evaluated a large luxury goods client’s portfolios to assess and correct vulnerabilities
- Worked closely with litigators to craft and execute brand protection strategies

- Overcame complicated refusals on design marks and descriptiveness refusals
- Managed the clearance of advertising materials for media and fashion companies to identify potential trademark issues
- Advised on ownership disputes for trademarks and ideas
- Worked with an investigations vendor to improve format of reports and process based on experience and insight

Education

New York University School of Law (JD, 1997)

Annual Survey of American Law (Staff Member, 1995-1996)

University of Pennsylvania (BA, *summa cum laude*, 1994)

Phi Beta Kappa, Benjamin Franklin Scholar

Admissions

Bar Admissions

New York

Court Admissions

U.S. District Court, Eastern, New York

U.S. District Court, Southern, New York

Focus

- Consumer Products
- Celebrities, Bands & Athletes
- Fashion
- Entertainment Properties

- Jewelry & Watches
- Personal Care & Cosmetics
- Startup & Emerging Growth

Services

- Trademark
- Transactions
- Copyright
- Publicity & Privacy Rights
- Social Media & Domain Names

Associations

American Bar Association (Member, Intellectual Property Law Section)

The Association of the Bar of the City of New York (Member, Art Law Committee, 1998-2000; Member, Sports Law Committee, 2021-present)

New York Women's Bar Association

International Trademark Association (INTA) (Member, Trademark Administration Project Team, 2016-present)

Recognition

The Legal 500 US 2025

World Trademark Review's WTR 1000 2021-25, "A proactive and practical adviser, Tamar Niv Bessinger prioritises forming close-knit relationships with her clientele in an effort to see things from their perspective."

Managing Intellectual Property IP STARS, 2020-2023

Languages

French

Hebrew

Speaking Engagements

- *Practical Ethics Issues for Copyright and Trademark Lawyers*, INTA panel, November 18, 2020
- *Ethics in Trademark Practice*, CLE presentation at Fross Zelnick, September 25, 2019
- *Recent Developments - Ethics in Trademark Practice*, Hot Topics in IP Law Program of the New York Intellectual Property Law Association (NYIPLA), July 18, 2019
- *Ethics in the Trademark Arena*, co-presenter with Katherine Lyon Dayton, INTA Webinar, October 18, 2018
- *Ethical Issues in Trademark Practice*, co-presenter, American Bar Association Webinar, June 5, 2018
- *Ethical Issues In Trademark Practice*, co-presenter, Pennsylvania Bar Institute – Intellectual Property Law, Philadelphia, PA, April 24, 2018
- *Ethical Issues in Trademark Practice*, co-presenter ABA Section of IP Law’s Trademark and Unfair Competition Division, Spring Meeting, Arlington, VA, April 20, 2018
- *Brain Drain: Intellectual Property and How to Protect It*, Interview on Meetings Radio, Event Talk with Beth Shubert, May 2005
- *Trademark Opinion Basics*, AIPLA 2005 Spring Meeting
- *Ethics Issues in Searching Trademarks and Offering Opinions*, New York State Bar Association, Intellectual Property Section Meeting, October 2004

Publications

- “Hot Topics in Trademark Ethics and the USPTO,” *IP Litigator*, Vol. 25, No. 6, Nov./Dec. 2019, co-author with Emily Weiss
- “Responding to Surge in Fraudulent USPTO Specimens,” *Today’s General Counsel*, Summer 2019, co-author with Jessica Vosgerchian
- “Ethics in the Trademark Arena,” *INTA Trademark Administration 2018*, co-author with Katherine Lyon Dayton
- “Do Not be Afraid to Search,” *Managing Intellectual Property*, April 2005
- “A Variety of Weapons Against Counterfeits,” *Managing Intellectual Property*, September 1999