

# Todd Martin

Counsel

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## Overview

**“I’m an online enforcer and brand protector. I’m constantly working to protect our clients’ brands by eliminating the online presence of counterfeiters and others who infringe our clients’ trademarks, copyrights, and other intellectual property, including their websites, social media, and email accounts.”**

Todd Martin focuses his practice on protecting clients against all kinds of online counterfeiting, phishing, and fraud. Though strategies vary depending on the type of infringement and where in the world it occurs, often the result is to take down websites, social media, and other online activities that infringe clients’ intellectual property assets. Todd’s successful record includes decisions in favor of his clients in more than 350 Uniform Domain Name Dispute Resolution Policy (UDRP) and URS (Uniform Rapid Suspension Procedure) matters.

Guided by his sophisticated knowledge of trademark and copyright enforcement strategies,

Todd advises clients on how to address existing infringement and help prevent infringement from adversely impacting clients’ rights in the future. He also works with brand owners to develop strategies relating to domain acquisitions and registration portfolios, as well as social media issues and online advertising.

## Education

New York University School of Law (JD, 2000)

University of California, San Diego (BA, *cum laude*, 1997)

Political Science

## Admissions

### Bar Admissions

New York

### Court Admissions

U.S. District Court, Eastern, New York

U.S. District Court, Southern, New York



## **Focus**

- Consumer Products
- Jewelry & Watches

## **Associations**

International AntiCounterfeiting Coalition (IACC),  
2007-2020

International Trademark Association (INTA)  
(Member, Internet Committee)

## **Speaking Engagements**

Online Threats: Strategies to Identify, Report, and  
Prevent Infringing Content and Phishing, CLE  
presentation at Fross Zelnick, February 23, 2021