



PRACTICE FOCUS

Marc P. Misthal is a principal attorney in the firm’s Intellectual Property practice group. With a wide range of clients worldwide, Marc provides counsel to businesses spanning diverse industries, including the fashion, apparel, computer technology, hospitality, restaurant, entertainment, jewelry, luxury goods, home goods, furniture, cosmetics, retail and consumer goods industries.

As part of his practice, Marc has represented clients in federal courts around the country, defending and prosecuting claims of trademark, trade dress, and copyright infringement and, when necessary, obtaining injunctive relief. He has also represented clients in Opposition and Cancellation proceedings before the U.S. Patent and Trademark Office (USPTO) and in proceedings under the Uniform Domain Name Dispute Resolution Policy (UDRP).

Marc’s experience extends to negotiating license agreements, working with law enforcement to combat counterfeiting, filing and prosecuting trademark applications before the U.S. Patent and Trademark Office and filing applications to register copyrights with the U.S. Copyright Office. Notably, he is an appointed advisory expert at the China National Advisory Center for Overseas Intellectual Property Dispute Settlement, where he has advised on U.S. intellectual property issues.

In addition to his legal practice, Marc has served as an adjunct professor at the Benjamin N. Cardozo School of Law. He authored a noteworthy chapter on trademarks and trade dress, which appears in the Second Edition of *Fashion Law: A Guide for Designers, Fashion Executives, and Attorneys*. Marc has also contributed to a chapter within the International Anti-Counterfeiting Coalition’s treatise on trademark anti-counterfeiting. His articles have also appeared in the *New York Law Journal* and *Law360*. Marc’s work has garnered recognition, leading to quotes on intellectual property issues in media outlets, including *The New York Times*, *Metropolis, Inc.*, CNBC and others.

Additionally, Marc is a frequent speaker, delivering presentations on topics such as domain name disputes, the Digital Millennium Copyright Act and intellectual property issues in social media.

RECOGNITIONS

- Super Lawyers, Super Lawyers New York, 2014-2023
- Stand-Out Lawyers, Thomson Reuters, 2023

SPEAKING ENGAGEMENTS

- Guest Speaker, “Attorney Marc Misthal on the Intersection of Intellectual Property Law and Social Media,” Law to Fact podcast, Feb. 2021
- Guest Speaker, “Intellectual Property brief overview for entrepreneurs with Marc P. Misthal @ GRR NY,” CJ GTK via YouTube, Apr 2020
- Guest Speaker, “Episode 25: Unauthorized Trademark Use in Artistic Mediums (Part II),” Fordham Intellectual Property, Media & Entertainment Law Journal,” 2017
- Guest Speaker, “Things Every Business Should Do to Protect Their Intellectual Property,” Manhattan Chamber of Commerce | Business (blogtalkradio.com), Jan. 2016

PUBLICATIONS

- “100% That Bitch is 100% a Trademark,” The Trademark Lawyer, Feb. 2023
- “How To Start A Small Business: The A-Z Of It!” Logo.com, Oct. 2022
- “Top Lawyers: Marc P Misthal on The 5 Things You Need To Become A Top Lawyer In Your Specific Field of Law,” Authority Magazine/ Medium, Sept. 2021

EDUCATION

- Benjamin N. Cardozo School of Law, J.D., cum laude
- Binghamton University, B.A., cum laude

ADMISSIONS

- New Jersey
- New York
- U.S. District Court for the District of New Jersey
- U.S. District Court for the Southern District of New York
- U.S. District Court for the Eastern District of New York

MARC P. MISTHAL

Principal, New York

PRACTICE AREAS

- Intellectual Property

PROFESSIONAL AFFILIATIONS

- International Trademark Association
- New York State Bar Association