

News, Events & Publications

Lisa Rosaya

Publications

- Author, "[Luxury Fashion & The Importance Of Intellectual Property](#)," *Luxury Society*, April 2016
- Co-author, client alert relating to U.S. Federal Appellate Court Striking Down Ban on Disparaging Trademarks as Unconstitutional, January 2016
- Chapter author, "Identifying, Registering, Enforcing and Monetizing Your Intellectual Property Assets" *Baker & McKenzie Luxury and Fashion Handbook*, 2015
- Co-author, client alert relating to US' entry into the Hague Agreement and impact on Design Patent Strategy, July 2015
- Co-author, "Clarifying Gray Areas of Copyright Law," *NYSBA Inside Magazine*, Fall 2012
- Author and co-author, series of client alerts on issues relating to gTLD application process, deadlines for comments, outline of RPMs, etc.
- Author, "Domain Names: The New Era of Expansion is Here!" *The Practical Law Company Magazine*, June 2011
- Author, Client Alert: "You Can Own a Piece of the Internet: Launch of New gTLD Program Approved by ICANN Board," June 2011
- Author, "Generic Top-Level Domain Names: Why Should My Company Care About Them and What Should We Do?" *NYSBA IP Section's General Counsel IP Forum*, September 2010
- Co-author, "On the Defensive? - Defensive Registrations and Your Global Brand Protection Strategy," *World Trademark Review*, August/September 2009
- Co-author, "Parallel Imports: How Courts Distinguish 'Genuine' from 'Non-Genuine' Goods Under the Lanham Act," *NYSBA IP*, Fall 2009

Presentations

- Presenter, "Protecting Your Brand in the 21st Century," *Managing IP's Fashion & Luxury Conference*, April 2016
- Presenter, "Promoting and Protecting your IP," *Webinars*, April 2016

- Presenter, "Challenges to Online Enforcement and Potential Pitfalls," *Managing IP's Women in IP Leadership Conference*, December 2015
- Presenter, webinar for clients on "The Gray Market: Key IP questions and recent developments in relation to selective distribution systems," October 2015
- Presenter, client conference for Luxury & Fashion Industry on US developments in the IP space, September 2015
- Presenter, "How to protect and avoid pitfalls relating to copyrights, trademarks, advertising and rights of publicity," *Managing IP's Women in IP Leadership Conference*, December 2014
- Presented in Bloomberg BNA webinar on securing and protecting your trademarks off-shore, April 2014
- Presenter, *INTA's Leadership Conference on Social Media and IP issues*, November 2011
- Presenter, "Developing and Protecting a Brand for the Internet Age" *INTA's Trademarks & the Internet Conference*, September 2011
- Presenter, webinar for clients on the application and objection process for and strategic considerations relating to gTLDs, September 2011
- Presenter, in-house counsel roundtable on considerations and strategies relating to the rollout of new gTLDs, May 2011
- Presenter, "Domain Name Issues: Status and Challenges Presented by Rollout of New gTLDs and IDN ccTLDs," *Baker & McKenzie*, May 2010