





Kerrijane John

Associate

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Overview

Highlights

- Deep familiarity with China, its culture, and its language, which allows her to provide valuable counsel to clients conducting business in China
- Experienced in both the transactional and litigation sides of trademark and copyright matters
- Recognized for her extensive pro bono work on behalf of clients facing human rights abuses

About Kerrijane

Kerrijane focuses her practice on trademark and copyright matters, both domestically and internationally. Her clients span multiple industries and range from emerging artists and startups to multinational corporations. She has extensive knowledge of China and its culture after spending several years studying Mandarin and living in Beijing and then completing her Master of Laws at the University of Hong Kong. Her familiarity with China enables her to provide insightful counsel to U.S. clients working with Chinese companies and vice versa.

Her practice includes:

- Trademark clearance and prosecution
- Brand management
- IP enforcement
- Litigation and other dispute resolution efforts

Kerrijane advises clients on global and domestic filing and enforcement strategy and has significant experience with social media and website takedowns. In addition, she counsels clients on licensing, fair use, advertising, and data privacy issues. She regularly represents trademark owners in

opposition and cancellation proceedings in the U.S. Trademark Trial and Appeal Board (TTAB) and has handled several domain name disputes before the World Intellectual Property Organization and the National Arbitration Forum.

Some examples of her work include:

- Investigated and addressed large-scale trademark and brand protection issues on behalf of a multinational corporation. The project required aggressive clean up and enforcement efforts that ultimately put the client in a stronger position within its industry.
- Drafted a successful summary judgment motion to dismiss a willful infringement claim as part of a much larger trademark litigation matter that resulted in a highly favorable settlement (the client paid nothing).
- Effectively combated various phishing scams and performed extensive enforcement work for a large company during its initial public offering (IPO), which required significantly increased and often urgent enforcement diligence.
- Regularly performs volume clearance searches and provides creative solutions for related matters on tight deadlines for a major Fortune 50 technology firm.

Pro bono dedication

In 2018, Kerrijane was selected from a group of over 850 attorneys as a recipient of “KIND New York’s Attorneys of the Year” due to her dedication to pro bono work. Her pro bono practice has provided exceptional opportunities for her to manage cases and gain stand-up experience in both state and federal courts.

Over the last several years, Kerrijane has zealously advocated on behalf of a teenage boy from Central America while dealing with unanticipated twists and turns in her client’s tumultuous life. She also recently secured asylum for a pro bono client from Brazil.

While a law student, Kerrijane interned at the Human Rights and Atrocity Prevention Clinic at the Benjamin N. Cardozo School of Law, representing an asylum seeker and victims of genocide.

Focus Areas

Services

- Copyright
- IP Licensing, Transactions, and Agreements
- Trademark
- Advertising and Marketing

- Domain Names and Internet
- Trademark Counseling and Prosecution
- TTAB Oppositions and Cancellations
- Digital Millennium Copyright Act
- Strategic Counseling, Registration, and Opinions
- Transactions and Agreements
- Trade Secret Litigation
- Trademark, Copyright, and Media Litigation

Education

J.D. *magna cum laude*, *Order of the Coif*, Benjamin N. Cardozo School of Law (2017) Managing Editor, *Cardozo Arts & Entertainment Law Journal*

M.Laws *with distinction, second class honors*, Human Rights, University of Hong Kong (2014)

B.A., Political Science, with minors in Chinese and Legal Studies, Bucknell University (2011)

Insights

Publications

Co-author, "Supreme Court to Resolve Copyright Registration Split," Fish Trademark & Copyright Thoughts Blog, July 2, 2018

Co-author, "Ensure Your Safe Harbor Protection—(Re)Designate Your DMCA Agent This Month," Fish Trademark & Copyright Thoughts Blog, December 6, 2017

Note, Combating Counterfeits: Using U.S. Law to Analyze the Potential Application of China's Amended Trademark Law to Online Marketplaces, 35 *Cardozo Arts & Ent. L.J.* 415 (2017)

Author, "Initial Interest Confusion Is Still Kicking in the Ninth Circuit," *Cardozo AELJ Blog*, September 15, 2015

Co-author, "The Second Circuit avoids the 'registration' question," *Lexology*, August 10, 2015

Recognition

Named KIND New York's Attorneys of the Year, 2018