

Laura Popp-Rosenberg is a partner in Fross Zelnick's litigation department. She litigates copyright, trademark, unfair competition, right of publicity, advertising and related matters in federal and state trial and appellate courts. She also represents clients in *inter partes* proceedings before the Trademark Trial and Appeal Board. Ms. Popp-Rosenberg regularly counsels and advises clients on a wide range of intellectual property matters and negotiates and drafts intellectual property agreements, including licenses and coexistence agreements. Her clients span a broad range of industries, from entertainment, luxury goods and fashion companies to beverage, personal care and financial services companies, and from FORTUNE 500 companies to start-ups.

Prior to joining Fross Zelnick, Ms. Popp-Rosenberg was an associate in the litigation department of a leading New York law firm.

### **Education**

University of North Carolina at Chapel Hill (B.A. in English with Highest Honors and Highest Distinction, 1994). Phi Beta Kappa; Columbia University School of Law (J.D., 2000). Harlan Fiske Stone Scholar; Special Issue Editor, Columbia Journal of European Law.

### **Clerkship**

Law Clerk to the Honorable Alvin K. Hellerstein, United States District Court for the Southern District of New York (2001-2002).

### **Professional Activities**

Member: International Trademark Association (Enforcement Committee, Issues of Proof Subcommittee, 2010-2011; Trade Names Subcommittee, 2012-2013); MARQUES European Trademark Association (Intellectual Asset Management Team, 2009-2013); Association of the Bar of the City of New York; New York State Bar Association; American Bar Association.

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