



**NOLTE·LACKENBACH·SIEGEL**

SINCE 1923

**INTELLECTUAL PROPERTY LAW**

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## **Cathy Shore-Sirotin**

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Ms. Cathy Shore-Sirotn heads the firm's Advertising, Marketing and Promotion Law Department. She is responsible for counseling clients and reviewing their advertising, catalogs, packaging, labeling, and promotional materials, including sweepstakes, contests, coupons, and give-aways. She additionally counsels clients on trademark and copyright transactional matters, due diligence, and licensing.

Ms. Shore-Sirotn is also a member of the Litigation Department, and handles actions before the U.S. Patent and Trademark Office's Trademark Trial and Appeal Board and in the Federal Courts.

Because of Ms. Shore-Sirotn's extensive background as in-house counsel at several most notable companies, including News Corporation and Elizabeth Arden, and her education outside of law (M.B.A. from the Stern School of Business at New York University and B.S. from the Wharton School) she has developed a wide practice area within intellectual property law. Ms. Shore-Sirotn's combined experience includes Advertising, Marketing & Promotion Law, Trademarks, Copyrights, Patents, Federal Litigation and Appeals, Labeling, Licensing, Unfair Competition, and Antitrust practice areas.

Ms. Shore-Sirotn was previously affiliated with Weil, Gotshal & Manges LLP and Hall, Dickler, Kent, Goldstein & Wood, LLP, and she was a judicial law clerk for the Honorable A. Andrew Hauk, U.S. District Court (C.D. Cal.). Prior to attending Law School, Ms. Shore-Sirotn worked for several years in marketing and advertising for Citicorp Credit Services, Inc., Doubleday & Company, and Campus Sportswear Company.

## **PRACTICE**

Advertising, Marketing, Promotion and Labeling Review and Counseling

Intellectual Property Counseling

U.S. Federal Court and Trademark Office Litigation

Acquisition IP Due Diligence

## **PRACTICE (Cont'd)**

Licensing  
Foreign Trademark Litigation  
Oppositions  
Cancellations  
Other Conflicts

## **BAR & COURT ADMISSIONS**

New York State  
New York  
New Jersey  
California  
District of Columbia  
U.S. Supreme Court  
U.S. Court of Appeals, Federal Circuit  
U.S. District Court, Southern, Eastern & Western Districts of New York  
U.S. District Court, Central and Southern Districts of California  
U.S. District Court, District of New Jersey

## **EDUCATION**

Fordham University School of Law, New York, NY

J.D., Doctor of Jurisprudence

Honors: Cum Laude, Dean's List, Addison Metcalf Labor Law Award,  
Fordham Intellectual Property Media and Entertainment Law Journal  
(Editor), Moot Court Board

New York University, Stern School of Business, New York, NY

M.B.A., Masters of Business Administration (Major: Marketing)

Honors: Degree with Honors

## **EDUCATION (Cont'd)**

University of Pennsylvania, The Wharton School and College of Arts and Sciences, Philadelphia, PA

B.S., Bachelor of Science in Economics (Major: Marketing)

B.A., Bachelor of Arts (Major: Psychology)

Honors: Cum Laude, Dean's List

## **PUBLICATIONS**

- International Trademark Association: Trademark Law Reporter, former member of Editorial Board
- Westchester Women's Bar Association

## **NOTEABLE ACHIEVEMENTS**

Profiled in book titled: *Beyond L.A. Law: Stories of People Who've Done Fascinating Things with a Law Degree* (Harcourt Brace)

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