

Leo Kittay

Partner

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Overview

“The goal? Give clients the best and clearest advice possible. Whether it’s an iconic brand or a startup on the rise, I balance present-day realities with long-term aspirations and, above all, treat each brand like it’s my own.”

Leo Kittay litigates and counsels clients on trademark, copyright, unfair competition, false advertising, right of publicity, and related commercial matters. He has deep experience advising young and emerging growth companies — from promising early-stage ventures to some of the most celebrated startups in the world — on the full range of issues relating to brands and content. Leo coaches companies on how to invest efficiently and strategically to protect their intellectual property and manage enforcement.

Recently described as a “key partner” in *Chambers USA*, Leo advises multinational companies across diverse industries on launching new brands, logos and marketing programs, formulates protection and enforcement strategies for trademark and copyright

portfolios of all sizes, negotiates IP transactions, performs pre-publication reviews, and litigates disputes through trial and appeal before U.S. federal and state courts, as well as administrative tribunals.

Peloton, WeWork, Away Travel, Overtime, Bonobos, Sony Interactive and Warner Bros. are some of the clients Leo advises. He also represents clients across industries including consumer products, apparel, music and entertainment, luxury goods, insurance and financial services, publishing, and not-for-profit charities.

Prior to becoming a lawyer, Leo worked as a theater and television actor in New York City for ten years.

Representative Experience

Beyond the reported decisions listed above, Leo has worked on the following matters:

- Advised Bonobos, Inc. on matters relating to trademark and copyright in connection with its

acquisition by Walmart for reportedly \$310 million.

- Represented Peloton Interactive, Inc. in a false advertising and copyright litigation against a competing retailer.
- Manage coordinated, multi-jurisdictional litigations and trademark oppositions on behalf of WeWork Companies, Inc. in its successful effort to prevent the billion-dollar, Chinese competitor UrWork from expanding outside of its home country.
- Negotiate on behalf of a Fortune 50 consumer products company enterprise licenses with stock photo houses.
- On behalf of a leading independent publisher, perform pre-publication review of dozens of non-fiction works, including memoirs, true-crime novels and biographies.
- Defend a renowned tile company in a federal litigation against a competitor alleging copyright infringement of a tile design.

Education

Princeton University (AB, *cum laude*, 1996)

Philosophy, The Class of 1869 Prize in Ethics

Brooklyn Law School (JD, *magna cum laude*, 2008)

Order of the Coif, Donald W. Matheson Memorial Prize, Faculty Scholar, Prince Scholar, Gerald Shargel Scholarship for Excellence in Criminal Law, *Brooklyn Law Review* (Articles Editor)

Admissions

Bar Admissions

New York

Court Admissions

U.S. District Court, Eastern, New York

U.S. District Court, Southern, New York

Focus

- Startup & Emerging Growth
- Entertainment Properties
- Celebrities, Bands & Athletes
- Consumer Products
- Fashion
- Hospitality & Hotels
- Jewelry & Watches
- Personal Care & Cosmetics
- Publishing
- Toys

Services

- Trademark
- Copyright
- Social Media & Domain Names
- Litigation
- Transactions
- Publicity & Privacy

Associations

Professional

New York City Bar Association (former member, Media and Communications Law Committee)

Community



NationSwell Council, a membership community of service-minded leaders

The New Food Economy (newfoodeconomy.org)
(board of advisors of award-winning news platform)

Brooklyn Law School Board of Trustees (former member)

Recognition

World Trademark Review's WTR 1000 2020-21 "a key contact for emerging companies"

Legal 500 US 2020 – named one of five “Next Generation Partners” in trademark litigation nationwide

Super Lawyers® 2021

Super Lawyers® Rising Star 2015-19

Decisions

- DC Comics v. Towle
- DC Comics v. Beling
- DC Comics v. Gotham City Networking, Inc.
- Jackson v. Booker

Clerkship

Law Clerk to Hon. Alvin K. Hellerstein, U.S. District Judge, Southern District of New York (2008-2009)