



Kathleen E. McCarthy

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Katie McCarthy is a partner in the New York office of King & Spalding’s IP practice group with more than 30 years of experience in trademark, design, internet, advertising and copyright matters. Katie graduated from Columbia University School of Law and secured her bachelor’s in psychology from The College of the Holy Cross.

Katie advises clients on global IP, advertising and platform liability issues and litigates cases in the federal courts and the U.S. Patent and Trademark Office Trademark Trial and Appeal Board.

Katie is actively involved with the New York Intellectual Property Law Association (NYIPLA), having just finished several years on the Board and a term as President.

Katie also recently finished a two-year term as the Editor-In-Chief of the International Trademark Association’s scholarly journal *The Trademark Reporter*, having written, solicited and edited articles for the journal for more than 20 years. Her article on trademark parodies, “Free Ride or Free Speech: Predicting Results and providing Advice for Trademark Disputes involving Parody,” was published in *The Trademark Reporter* in 2019 and won INTA’s 2020 Ladas Memorial Award in the Professional Category.

Katie speaks frequently for the NYIPLA, INTA and PLI, and serves as the new editor for the PLI one volume treatise, *Kane on Trademark Law*. Katie also actively promotes diversity in the profession through her involvement in King & Spalding’s Women in IP and Technology initiatives and her mentorship of young lawyers and law students through various programs including the Leadership Council on Legal Diversity.

Katie lives in Astoria, New York with her husband and two sons.

Biography

Rashmi Raj

Chief Intellectual Property Counsel

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Ms. **Rashmi S. Raj** is the Senior Vice President of the Intellectual Property Legal Department for NielsenIQ. She is actively engaged in reviewing and advising on the global IP landscape for the company. Her areas of focus include patent assertions, licensing, open source, M&A, trademarks/copyrights, patent prosecution and commercial transactions.

Prior to Nielsen, Ms. Raj worked in the intellectual property departments of multinational technology companies Pentair/Tyco & Siemens.

During her free time, Ms. Raj is dedicated to advancing females in engineering and science. For the last 25 years, she has offered a yearly scholarship at her local high school for a young woman who has demonstrated academic excellence and an interest in pursuing science or engineering in honor of her mother: Dr. Swadesh Sharma Raj.

She is a recipient of the City College Grove School of Engineering's Annual Women in Engineering Appreciation Award. She has also led and participated in a panel discussion at the MIP Women Leadership Forum in 2017 (NY, NY) on China – US IP Trade Wars: Policy and business concerns and participated as a panel member for PLI's Intellectual Property Rights Enforcement session in 2019 (NY, NY).

Ms. Raj earned her J.D. from Seton Hall School of Law, & a B.S. in Mechanical Engineering from Cornell University. She is registered to practice law in NY & NJ and before the United States Patent and Trademark Office and is an active member of several legal organizations. She enjoys long walks, traveling and cooking with her family.

Cheryl Wang

Birkenstock USA, LP



Cheryl Wang is Associate General Counsel and IP attorney at Birkenstock USA, LP.

Her responsibilities cover a wide range of practices, including general corporate matters, litigation, and compliance, with a focus on intellectual property and brand protection.

Previously, Cheryl was in-house counsel at David Yurman Enterprises LLC.

She handled a variety of general corporate matters, while her main responsibilities involved managing all of the company's copyrights, trademarks, and patents worldwide and overseeing the global brand protection program.

Cheryl has been a panelist at events such as Managing IP conferences, the inaugural NYC Luxury Law Summit, and the Federal Bar Association's Fashion Law Conference. She has spoken about topics related to intellectual property, brand enforcement, fashion law, and women in IP law.

She is on the board of the New York Intellectual Property Law Association and a member of the Footwear Distributors and Retailers of America IP Committee. She has served as a member of the International Trademark Association's Anti-Counterfeiting Committee.



ANNA ERENBURG – BIO

Anna Erenburg is an entrepreneurial, strategic-minded transactional attorney and business affairs executive, specializing in media and entertainment, intellectual property (IP), information technology (IT), and data analytics. Anna has extensive experience providing legal, business strategy, and risk exposure and mitigation advice to multiple company divisions and teams, including Digital/Technology Operations, Data Research and Analytics, Branding/Trademarks, Sales, Marketing, and Programming/Content Acquisition and Distribution. As a former Trademark Examining Attorney with the U.S. Patent and Trademark Office, Anna advises businesses and individuals on worldwide clearance, prosecution, management, and enforcement of trademark portfolios, copyrights, and Internet domain names. She also partners with client teams to streamline business and legal processes and establish best practices for licensing, outsourcing, and optimizing product development, budget, and commercial opportunities.

At The Madison Square Garden Company (MSG) and Fuse Media Inc. (following its sale by MSG), Anna was the go-to attorney for sales, marketing, content production, IT, corporate, and finance teams for all their agreements and business needs across linear, digital, mobile, and social media platforms. These included global vendor, supplier, distribution, partnership/strategic alliance, and IP and technology products/services agreements and licenses. Additionally, she negotiated and drafted production, acquisition, divestiture, and worldwide distribution and licensing of original and third-party programming (e.g., movies and television series, and daily entertainment news program), live events and related ticketing and promotions (e.g., music festivals and activations), and other content (e.g., photos and clips) across all Fuse platforms.

At ViacomCBS, Anna continued to work with procurement/finance, operations, and IT clients, and multiplatform consumer and data strategy, research, and analytics groups. She focused on structuring, drafting, and negotiating complex commercial transactions concerning use, management, and protection of data, original and third-party content, and IT, such as on-site and hosted software, MSAs, software as a service (SaaS), data as a service (DaaS), and service and operation level agreements (SLAs and OLAs), as well as managed services and systems integration, subscription, and distribution agreements.

Prior to going inhouse, Anna was an Intellectual Property and Information Technology attorney at Cadwalader, Wickersham & Taft LLP. At Cadwalader, she served as lead counsel in trademark litigations, as well as lead IT and IP attorney in multiple billion-dollar M&A and financial restructuring transactions, negotiating acquisitions and divestitures of U.S. and multinational companies and assets, and conducting and managing extensive IP and IT assets diligence.