

Day 1, Panel 1: Copyright, Trademarks & Fashion

Cheryl Wang: Cheryl Wang, who previously served as in-house counsel at David Yurman and Birkenstock, is an experienced attorney in the fashion and luxury retail space. Anti-counterfeiting has always been an important part of her work in intellectual property and brand protection. Her responsibilities covered a wide range of practices, including general corporate, privacy, litigation, and compliance, with a particular focus on intellectual property and brand protection for the Americas and LATAM region. As part of enforcement efforts, she has conducted trainings with law enforcement and CBP, participated in raids and seizures including in collaboration with other brand owners. She served as an active member of the International Trademark Association's Anti-Counterfeiting Committee (US) and the International Anti-Counterfeiting Coalition. Cheryl is Secretary of the NYIPLA and serves on the Board of Directors.

Lauren Emerson: Lauren Emerson co-chairs the Trademark and Copyright Practice Group at Leason Ellis where she helps clients establish and enforce intellectual property rights. Lauren counsels household names and new ventures alike across a diverse array of industries including consumer products, fashion, payment technology, energy, telecom, medical devices, retail, software, automotive, and food and beverage. She has developed a niche publishing practice working primarily with individual authors. She also advises several non-profit organizations. Lauren has significant experience managing global trademark portfolios, crafting complex rights agreements, tackling thorny prosecution issues in China, and representing clients before the Trademark Trial and Appeal Board. Federal litigation highlights include cases pertaining to film, architecture, toy sprinklers, sippy cups, romance novels, and in-dash navigation systems. Lauren serves on the NYIPLA Board of Directors.

David Eshmoili: David Eshmoili is the General Counsel & Corporate Secretary of David Yurman, where he leads all global legal and compliance functions for the luxury jewelry retailer. Prior to joining David Yurman, he was the General Counsel & Corporate Secretary of LiveStyle, a multinational media and entertainment conglomerate. He started his career as a corporate associate at Simpson Thacher & Bartlett LLP where he focused on private equity and M&A transactions.

Katie McCarthy: Katie McCarthy is a partner in the New York office of King & Spalding's Intellectual Property practice group with more than 35 years of experience in trademark, design, internet, advertising, and copyright matters. 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 has been active with the New York Intellectual Property Law Association (NYIPLA) for years, including as former Chair of the Trademark Law and Practice Committee, as a Board Member and as President (2019-2020). Katie speaks frequently for NYIPLA, INTA and PLI, and serves since 2020 as the author for the PLI one volume treatise, Kane on Trademark Law, adding popular checklists and tables such as "Supreme Court Cases Every Trademark Lawyer Should Know."

Day 1, Panel 2: The Landscape of Name, Image & Likeness in College Sports and Beyond

Lachauna Edwards: Lachauna Edwards is a solo practitioner with over eleven years of legal experience spanning education law, business, and intellectual property. Her firm specializes in helping athletes and creative entrepreneurs navigate the complexities of Name, Image, and Likeness (NIL) rights, contract negotiations, and brand protection. She has guided clients through deals totaling over \$941,000 and is the creator of the Sideline CEO program, which educates sports families on NIL monetization and legal protections. When not helping clients protect their brands, you can find her on the sidelines with her family, cheering on her son's football and baseball teams.

Ahmand Johnson: Ahmand R. Johnson is a partner in the Entertainment & Sports practice group at Greenspoon Marder LLP. His practice spans transactional matters in entertainment and sports, intellectual property, and commercial litigation.

In his entertainment practice, Mr. Johnson represents renowned artists, record companies, songwriters, producers, and production companies in copyright, licensing, financing, content acquisition, production, digital distribution and music matters. He also advises media and entertainment clients regarding advertising, sponsorship and talent agreements as well as use of social media and websites.

Mr. Johnson represents athletes on licensing and sponsorship matters, Title IX matters, civil litigation and criminal and regulatory matters.

Mr. Johnson's intellectual property experience includes trademark and copyright prosecution, trademark and trade dress infringement litigation, trademark cancellation and opposition, and Trademark Trial and Appeal Board appeals.

Mr. Johnson's litigation practice includes 15 years of litigation experience in federal, state, and bankruptcy courts, representing individuals and companies in high stakes commercial litigation including multimillion dollar partnership disputes, contract disputes, and securities fraud litigation. He has extensive experience managing protracted litigation in various industries including finance, health care, automotive, construction, retail and manufacturing.

Before joining Greenspoon Marder, Mr. Johnson was the head of the Sports and Entertainment practice group at a prominent international law firm.

Andrew John (AJ) Rudowitz: Andrew John (AJ) Rudowitz is a member of the Trial Practice Group, focusing his practice on advising clients in the areas of complex commercial disputes, antitrust and competition litigation, white-collar criminal defense, non-compete/trade secrets and False Claims Act cases. Mr. Rudowitz has represented clients in the Sports and Athletics industry, as well as in all areas of the Healthcare industry, including Hospitals, Providers, Pharmaceutical Manufacturers, and Medical Device Manufacturers, as well as clients in the Telecommunications, Transportation

Mr. Rudowitz has significant experience in conducting internal investigations for higher education institutions and other organizations, and has utilized his background as a former collegiate and

professional basketball player in successfully representing various stakeholders in the industry, including professional athletes and coaches, NIL agencies, universities, and athletes. Prior to entering law school, Mr. Rudowitz was a professional basketball player in Germany for four years, and is proficient in written and spoken German.

Mr. Rudowitz is a 2017 summa cum laude graduate of Temple University, Beasley School of Law, where he was Articles Editor of the Temple Law Review. Mr. Rudowitz graduated from Stonehill College in 2010, with a degree in Business Management. While in law school, Mr. Rudowitz served as a judicial intern for the Honorable Juan Sánchez of the U.S. District Court for the Eastern District of Pennsylvania.