

Panel 1: Copyright, Trademarks, Fashion

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 nutritional supplements, film, architecture, toy sprinklers, sippy cups, romance novels, and in-dash navigation systems.

WTR, WWL and Super Lawyers have recognized Lauren's passion for her practice and commitment to client service. Outside of the firm, Lauren channels her enthusiasm into involvement with industry organizations, including INTA, AIPLA and NYIPLA. Lauren currently serves on the Boards of the Directors of the NYIPLA and AIPLA. Lauren is frequently invited to speak at industry and legal events on topics ranging from Copyright 101 to complex issues involving the DMCA and has authored a number of amicus briefs. She holds a JD from Fordham University School of Law and a BA from Dartmouth College. Before attending law school, Lauren enjoyed a prior career in licensing at Pokémon USA, Inc.

Sherli Furst: Sherli Furst has extensive experience handling complex intellectual property matters spanning various industries, including entertainment, health care, fitness, fashion and apparel, food and beverage, and other consumer products. Specifically, she advises on the monetization of IP assets, credit rights and revenue distribution.

Sherli guides clients through a wide range of enforcement, prosecution and federal litigation-related matters, including:

Intellectual Property Litigation

- Digital Millennium Copyright Act-related issues
- Contract and commercial disputes involving IP
- Trademark and copyright infringement and other disputes
- Unfair competition matters
- Rights of publicity matters

Trademark Enforcement and Prosecution

- Management of international trademark portfolios
- Branding and copyright counseling for online and digital media

- Internet rights
- Global enforcement of IP rights
- Trademark Trial and Appeal Board proceedings and prosecutions

In addition to her IP work, Sherli helps clients navigate commercial disputes, cross-border litigation, government and regulatory investigations, putative class and mass actions, and financial services litigation matters. She has also advised financial institutions and multinational corporations through multi-jurisdictional disputes.

Kathleen E. 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 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. She is ranked in Chambers in the Intellectual Property: Trademark, Copyright & Trade Secrets category.

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 served 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 NYIPLA, INTA and PLI, and since 2020 serves 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." 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.

John Maltbie: John Maltbie has served as the Director of Intellectual Property, Civil Enforcement for Louis Vuitton North America, Inc. since October 2012. In that role, he oversees the intellectual property civil litigation and enforcement activities for Louis Vuitton in the United States and Canada and has represented a number of LVMH affiliates including Christian Dior, Marc Jacobs, Celine, Givenchy, Emilio Pucci, Kenzo, and Berluti with respect to intellectual property issues. Prior to joining Louis Vuitton, John was an intellectual property associate at

Arnold & Porter LLP, among other firms, where he represented clients including, Gucci, Alexander McQueen, Bottega Veneta, Nike, adidas, Paramount Pictures, and Pernod Ricard, with respect to issues ranging from trademark prosecution and licensing to brand enforcement and anti-counterfeiting.

John received a Bachelor of Arts degree from New York University and a Juris Doctor degree from Brooklyn Law School. John's lack of a sense of humor has been affirmed by the U.S. Court of Appeals for the Second Circuit. John cannot get you a discount.

Panel 2: "Game Face & Brand Space: NIL in Sports and Media"

Paul Haberman: Paul S. Haberman, Esq., is a partner in the New York/New Jersey-based Mueller Haberman Law Group. He brings special experience to the sports law world as a former New York State-licensed boxing manager. Paul is the author of over 70 articles on legal and regulatory issues in combat sport, a frequent continuing legal education lecturer on sports law issues, and a seasoned representative of individuals and entities involved in sport, including 9 current or former world champion boxers and mixed martial artists. He has experienced success resolving touchy, potentially high-profile matters in a quiet and conclusive fashion for his sports clientele.

In addition to the services that he personally provides, Paul has relationships with attorneys throughout the United States, as well as internationally, including in Canada, Australia, the United Kingdom, France, and the Middle East, which has allowed him to provide, or otherwise facilitate, assistance to clients no matter where they may have needs.

Paul was selected by Super Lawyers for the 2014, 2015, and 2016 "New York Metro Area Rising Stars" list and the 2017 and 2018 "New Jersey Rising Stars" list. Each year, no more than 2.5% of the attorneys in New York or New Jersey are selected by the research team at Super Lawyers to receive that honor. He also receives an "excellent" rating on Avvo.

Christine-Marie Lauture: Christine-Marie Lauture serves as Associate General Counsel at Fortune Media (USA) Corporation, where she oversees intellectual property, brand protection, and media partnership matters across Fortune's global platforms and events. She is a Co-Chair of the New York Intellectual Property Law Association's Entertainment, Arts & Sports Committee and Secretary of the Executive Committee of New York State Bar Association's Entertainment, Arts & Sports Law Section. Christine-Marie's work sits at the intersection of creativity, commerce, and law, and she is passionate about advancing conversations around brand, media, and issues in the evolving NIL landscape.

AJ Rudowitz: AJ Rudowitz is a senior associate in Duane Morris's trial group. Prior to entering law school, AJ was a collegiate basketball player at Stonehill College, earning All-American honors, and then played professional basketball in Europe for 4 years where he won 3 national championships, and represented himself as his own agent, negotiating player contracts, advertising deals, and other NIL contracts. In law school, he wrote a law review article, predicting that the NCAA's "amateurism" defense would be rejected in O'Bannon and that

college athletes would soon be allowed to be paid. Since joining Duane Morris in 2017, AJ has represented current and former athletes, universities, sports programs, and NIL agencies. He teaches Sports Law at NYU as an adjunct professor, and has an expertise in working in the ever-changing field of college sports and NIL.

Camile Turner: Camile Turner is a partner at Haug Partners LLP with a background as a professional dancer and in the biological sciences. Camille, among her many other practice areas of expertise, focuses on IP and licensing, and she regularly counsels companies and influencers on monetizing identity through brand strategy and navigating complex legal landscapes.