



## Kelli Ortega

Special Counsel

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### About

Kelli Ortega helps clients protect and enforce their brands. With an emphasis on trademark and copyright prosecution and enforcement and trade dress, Kelli collaborates with her clients to clear, manage, and enforce their global IP portfolios.

She has recovered dozens of domain names through demand letters and UDRP proceedings in the Trademark Clearinghouse. She negotiates and prepares coexistence agreements, settlement agreements, license agreements, and related IP agreements. Her experience also includes the successful advocacy and resolution of inter partes proceedings before the U.S. Trademark Trial and Appeal Board.

Kelli's clients include both established and nascent companies in industries spanning entertainment, media, fashion and retail, and consumer products.

### Experience

Manage and provide strategic advice regarding a worldwide trademark and copyright portfolio for a famous international entertainment enterprise, including trademark clearance, filing, maintenance and the enforcement of trademark registrations in over 80 countries worldwide. Manage the worldwide enforcement program, including current supervision of dozens of opposition proceedings for the client worldwide.

Provide advice and representation to an international athletic apparel and footwear retailer regarding the clearance, maintenance and enforcement of intellectual property, including trademark clearance and filings, review of product design and promotions, as well as proceedings involving the U.S. Trademark Office.

Domain name monitoring and resolution of disputes through UDRP and ICANN Domain Dispute arbitration. Obtained favorable decisions resulting in the suspension and/or transfer of domain names from cybersquatters to trademark owners.

Assists with inter partes oppositions before the U.S. Trademark Trial and Appeal Board (TTAB) and equivalent authorities worldwide.

### Honors

Kelli was selected for inclusion in 2021-2026 for inclusion in the Trademark Law area as one of *The Best Lawyers in America*® “Ones to Watch” (Woodward/White, Inc.). A description of the selection methodology can be found [here](#).

She is recognized as a leading practitioner by *US Legal 500*, a Legalease Publication, for her work in the areas of Intellectual Property: Trademarks Litigation and Intellectual Property: Trademarks Non-Contentious, 2022-2025. A description of the selection methodology can be found [here](#).

*No aspect of this advertisement has been approved by the Supreme Court of New Jersey.*

## Affiliations

International Trademark Association, Internet Committee, 2024-2025

Volunteer Lawyers for the Arts

Do No Harm Foundation, Inc., board member

### Related Services

Fashion and Retail

Intellectual Property

Litigation

Trademark and Copyright Prosecution

Trademark and Copyright Litigation

### Education

Benjamin N. Cardozo School of Law, J.D., 2014

- cum laude
- Cardozo Law Review

Arizona State University, B.A., 2011

- magna cum laude
- Business Communications

### Admissions

New York, 2015

New Jersey, 2014

### Courts

U.S. District Court–Southern District of New York