



S. Claire Gibson

Counsel

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Overview

Claire Gibson advises clients ranging from small businesses to Fortune 500 companies across diverse industries, including media, technology, fashion, retail, and financial services. She guides clients on a wide range of intellectual property matters, providing strategic counsel to legal, business, and marketing teams. Claire has extensive experience in brand clearance, prosecution of trademark, service mark and trade dress applications, rights enforcement and licensing for domestic and global portfolios as well as the management of disputes before the U. S. Trademark Trial and Appeal Board (TTAB).

She possesses extensive experience in advising clients on the enforcement of their rights and developing comprehensive rights enforcement protocols. This includes handling the execution and defense of trademark, copyright, and trade dress infringement claims. She excels in reviewing and analyzing evidentiary materials, contributing to the development of case strategies from pre-suit investigations through ultimate resolution.

Additionally, she actively participates in and supervises the seizure of counterfeit or infringing merchandise and contributes to trademark, copyright, and domain enforcement efforts. Her multifaceted skills make her a valuable asset in ensuring the robust protection and strategic management of intellectual property for her clients.

Claire also guides clients through the complexities of copyright defense and enforcement, addressing issues such as fair use and Digital Millennium Copyright Act (DMCA) compliance. Her approach is rooted in protecting and enhancing clients' intellectual property assets, ensuring compliance and mitigating risks in domestic and international markets.

Experience

No aspect of this advertisement has been approved by the highest court of any state. Prior results do not guarantee a similar outcome.

Counseled a global media company on trademark portfolio management, including clearance, registration and enforcement in over 50 jurisdictions

Defended a prominent retail client in a trademark opposition proceeding before the TTAB

Advised a technology company on copyright enforcement, including DMCA takedown notices and litigation support

Practices & Industries

Intellectual Property & Technology

Intellectual Property Litigation

Litigation

Trademark, Copyright & Advertising

Negotiated and drafted complex licensing agreements for fashion and medical device companies, ensuring compliance with international IP standards

Represented a publishing company in the acquisition and assignment of significant trademark assets

Opposed trademark applications in TTAB proceedings, securing favorable outcomes based on senior common law rights

Overcame likelihood of confusion refusals for marks in the apparel, financial services, and blockchain industries, enabling registration

Resolved descriptive and functionality refusals, including securing registration for 3D design marks and trade dress applications for apparel industry clients

Managed international trademark portfolios for leading brands in construction, hospitality, and entertainment, overseeing registration, and enforcement actions in over 50 jurisdictions

Directed enforcement against cyber squatters, filing UDRP complaints and issuing demand letters to reclaim domain names

Negotiated and drafted licensing agreements and distribution contracts for clients in the apparel and beverage industries, ensuring protection of clients' IP assets

Counseled business clients on trademark clearance, brand development, and enforcement strategies, including coordinating global IP protection efforts

Represented clients in oppositions and appeals before the TTAB, achieving successful resolutions

Managed anti-counterfeiting actions, including issuing takedown notices and cease-and-desist letters against infringers in online marketplaces

Advised on intellectual property agreements in support of mergers and acquisitions, including drafting IP provisions and overseeing trademark asset transfers

Education and Credentials

Education

Brooklyn Law School, J.D.

Columbia College of Columbia University, B.A., Political Science

Admissions

State of New York

Affiliations

New York State Bar Association, Intellectual Property Section, Chair, Trademark Law Committee, 2024-Present

National Conference of Women's Bar Associations (NCWBA), Board, 2024-Present

Military Spouse Juris Doctor Network (MSJDN), Immediate Past President, 2024-Present

New York City Bar Association, Trademarks & Unfair Competition Committee, Board Member, 2023-Present

Recognition and Community

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Recognitions

Recipient of the Excellence in Leadership Award from the Military Spouse Juris Doctor Network (MSJDN), 2021

Named a Thomas G. Labrecque Scholar by JPMorgan Chase, 2002-2006

Insights

Legal and Practical Implications of Transfers of Ideological Trademarks

New York Law Journal, March 26, 2025

News

Day Pitney Bolsters New York Intellectual Property Team with Attorney Claire Gibson

Day Pitney Press Release, January 6, 2025

In The Media

Quince Antitrust Row Over Ugg IP Suits Must Navigate Free Speech

Bloomberg Law, March 5, 2026

Claire Gibson Spoke at the New York State Bar Association (NYSBA) "Wine & Wisdom: Building a Winning Career in IP" CLE

September 05, 2025

Litigating High-Stakes Trademark Infringement Cases: Insights from the PODS vs. U-Haul Verdict

May 28, 2025

Building a Strong Brand: The Critical Role of Legal Strategy in Startup Success

May 15, 2025

Beauty Is in the Eye of the IP Holder: Protecting Beauty Brands in the Cosmetics Industry

March 18, 2024

Black Church Breaks New Legal Ground Taking Over Proud Boys IP

February 18, 2025

Talk of The Town

Attorney at Law Magazine, January 2025

Attorneys 'On the Move'

New York Law Journal, January 2025

Day Pitney Bolsters New York Intellectual Property Team with Attorney Claire Gibson - CityBiz

CityBiz, January 6, 2025

Women Lawyers Share Supportive Stories in "Her New Story" Book
American Bar Association (ABA.com), November 15, 2024

What's DuPont of These Factors: Assessing and Applying the DuPont factors
Alt Legal Community, Webinar, October 10, 2024

Military Spouses Are Untapped Pool Of Attorney Talent
Law 360, March 2024