

S. Claire Gibson

Counsel

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Overview

Claire Gibson advises clients ranging from emerging companies to Fortune 500 enterprises across industries including media, technology, fashion, retail, and financial services on the development, protection, and enforcement of intellectual property rights. She provides strategic counsel to legal, business, and marketing teams on trademark, service mark, and trade dress clearance, prosecution, portfolio management, licensing, and enforcement in the United States and internationally. Claire also represents clients in disputes before the U.S. Trademark Trial and Appeal Board (TTAB).

Claire counsels clients on comprehensive brand protection strategies, from pre-dispute risk assessment through enforcement and resolution. Her work includes evaluating complex evidentiary records, developing case and enforcement strategies, directing investigations, coordinating with domestic and international counsel, and handling trademark, copyright, and trade dress infringement matters. She works closely with clients to align legal strategy with commercial priorities, risk tolerance, and broader brand objectives.

Claire also advises on anti-counterfeiting and online enforcement initiatives, including investigations involving counterfeit and infringing goods and enforcement across domain names, social media platforms, digital marketplaces, and other online channels. Her cross-border experience enables her to coordinate practical, commercially focused strategies for protecting valuable intellectual property assets across jurisdictions.

In addition, Claire advises clients on copyright counseling, defense, and enforcement, including fair use and Digital Millennium Copyright Act (DMCA) matters. Across her practice, she focuses on helping clients build, protect, and preserve the value of their brands while managing legal and business risk in domestic and international markets.

Practices & Industries

Intellectual Property & Technology

Intellectual Property Litigation

Litigation

Trademark, Copyright & Advertising

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

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, Executive Committee, 2026-Present, Chair, Trademark Law Committee, 2024-2026

National Conference of Women's Bar Associations (NCWBA), Board, 2024-2025

Military Spouse Juris Doctor Network (MSJDN), Immediate Past President, 2024-2025

New York City Bar Association, Trademarks & Unfair Competition Committee, Board Member, 2023-2024

Columbia College Women, Executive Board, Vice President, 2026-Present, General Board, Signature Committee Co-Chair, 2025-2026

Recognition and Community

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

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

AI Replicas Put Fashion Brands at Risk
New York Law Journal, August 27, 2026

Legal and Practical Implications of Transfers of Ideological Trademarks
New York Law Journal, March 26, 2025

News

Claire Gibson Elected Secretary of the NYSBA Intellectual Property Law Section
August 13, 2026

Day Pitney Bolsters New York Intellectual Property Team with Attorney Claire Gibson
Day Pitney Press Release, January 6, 2025

In The Media

Claire Gibson Moderated Brand Enforcement Panel at NYSBA Intellectual Property Section Fall Meeting
September 24, 2026

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