



Rini Roy

Associate

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Chicago - 312.658.6633

Rini serves as strategic counsel for clients across a wide range of industries, including food and beverage, health and wellness, sports and entertainment, consumer goods, industrial goods, technology, music, fashion, education, and publishing.

Rini understands the importance trademark and copyrights have to a company's overall goodwill and profits, and her practice integrates brand strategy with business objectives, guiding cross border portfolio development, protection, and enforcement priorities in key markets worldwide. She regularly advises clients, from start-ups to some of the largest and most recognized brands in the world, on trademark selection and clearance, co-existence agreements, licenses, and assignments, and has notable experience with securing federal trademark and copyright registrations, overcoming USPTO refusals, and navigating complex intellectual property disputes. Rini's brand enforcement experience includes advocacy before the Trademark Trial and Appeal Board (TTAB), online platform takedowns, anti counterfeiting initiatives and grey market control, as well as federal litigation involving trademark and copyright infringement, false advertising, and other disputes arising under the Lanham Act and the Digital Millennium Copyright Act (DMCA).

Rini is also actively involved in the rapidly evolving field of Generative AI which gives rise to a wide range of intellectual property, transactional, product liability, regulatory, and litigation issues companies face when evaluating, leveraging, and mitigating risk from AI. She is a member of the IP Group's Artificial Intelligence Team and brings a unique focus on copyright and AI-generated content and related ethical considerations.

Education

- University of Illinois Chicago School of Law (J.D., 2016)
- University of Waterloo (B.A., 2008)

Bar Admissions

- Illinois
- U.S. District Court for the Northern District of Illinois
- U.S. District Court, Central District of Illinois

Practices & Industries

- Advertising, Media & Communications
- Anti-Counterfeiting and Grey Market Goods
- Brand Development, Management & Enforcement
- Copyright Management, Licensing, and Enforcement
- Intellectual Property Litigation
- Trademark Prosecution, Licensing, & Enforcement
- Litigation & Dispute Resolution
- Product Liability
- Intellectual Property & Technology

Professional Affiliations

- Defense Research Institute (DRI) (*Member, 2017-present*)
- International Trademark Association (INTA) (*Member, 2022-present*)

Community Involvement

- Chicago Women in IP (ChiWIP) (*Member, 2022-present*)
- Legal Clinic Volunteer, Goldman Sachs 10,000 Small Businesses Program

Awards & Honors

- Selected for Leadership Council on Legal Diversity (LCLD) Pathfinders Program (2025)
- Named to *Best Lawyers: Ones to Watch® in America*, Product Liability Litigation - Defendants (2025-2026)
- Named to the Illinois Super Lawyers Rising Stars list, Intellectual Property Litigation (2025-2026)

Experience

- Demonstrated expertise in resolving complex office actions, including overcoming likelihood of confusion, descriptive, and surname refusals to trademark registration.
- Achieved favorable outcomes in multiple Trademark Trial and Appeal Board (TTAB) opposition and cancellation proceedings.
- Enforced the rights of a global franchisor in state court litigation, resulting in judgment and collection of more than \$350,000 and contempt rulings enforcing compliance.
- Obtained five-figure monetary judgment and permanent injunctive relief in a Ninth Circuit federal court enforcing trademark and related intellectual property rights on behalf of a small business owner.
- Resolved multi-claim Lanham Act dispute in Central District of California on behalf of national corporation resulting in dismissal with prejudice.
- Represented legendary musical act in successful intellectual property enforcement, balancing rights protection with fan goodwill.
- Successfully defended automotive supplier in trademark infringement litigation resulting in dismissal with prejudice of all claims in Michigan federal court.
- Opposed and defeated Rule 12(b)(6) motion to dismiss in federal court, preserving client's claims of Federal and common law trademark infringement, and False Designation of Origin.