



## Melissa A. Alcantara

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### COUNSEL

Melissa Alcantara assists clients with protecting, enforcing and licensing their valuable trademarks. She provides counselling on trademark availability, registration and maintenance and helps clients police their brands in the marketplace and online. In addition, with considerable experience in contentious matters, she can skillfully prosecute and defend claims of trademark infringement, unfair competition, trademark dilution and false advertising. She has practiced in federal courts across the country and before the USPTO's Trademark Trial and Appeal Board. Melissa has represented clients, ranging from Fortune 100 companies to family-owned businesses, in a variety of industries including technology, manufacturing, energy, consumer products, apparel, food and beverage, restaurant, hospitality, retail and entertainment.

Drawn to the creativity in branding and crafting legal strategy and argument, Melissa married her interests in a practice focusing on trademarks and litigation. Melissa holds an undergraduate degree from Boston College and a law degree from American University. While in law school, she served on the *American University Law Review* and she interned with the Honorable Judith M. Barzilay of the U.S. Court of International Trade. Melissa has been recognized by World Trademark Review 1000 and Super Lawyers for her enforcement and litigation talents.



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#### Education

- American University, JD, 2004
- Boston College, BA, English and Communications, 2001

#### Bar Admissions

- New York
- New Jersey
- District of Columbia

#### Court Admissions

- U.S. District Court for the District of New Jersey

#### Memberships

- International Trademark Association, Member
- Intellectual Property Owners Association, Member
- New York Intellectual Property Association, Member