

Cynthia Martens

Associate

New York Office

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Practices

FOCUS: Intellectual Property
Advertising, Marketing and Promotions
Trademark Licensing and Strategy

Industries

Entertainment and Media Transactions
Fashion

Education

JD, Fordham University School of Law
BA, University of Wisconsin-Madison

Bar Admissions

New York

Community Involvements

New York City Bar Association

Cynthia Martens helps clients navigate nuanced trademark and copyright questions, with a special focus on the fashion and beauty industries. She is experienced working with start-ups and large international corporations.

A creative counselor with first-hand industry experience

With her background in journalism and fashion, Cynthia is well acquainted with the complex intellectual property issues that arise in media and design, whether related to copyright and trademark infringement, the First Amendment and fair use, counterfeit goods, licensing deals, or influencer and celebrity endorsements.

Cynthia writes frequently on the intersection of intellectual property and fashion. She is multicultural and fluent in French and Italian.

News

- Katten Represents TraceGains in Acquisition by Veralto (October 10, 2024)
- Katten Represents Highlander Partners in SFERRA Acquisition of Antica Farmacista (September 12, 2024)
- Katten's Representation of Pinstripes Recognized as a 2024 Middle-Market Deal of the Year by *Mergers & Acquisitions Magazine* (May 17, 2024)
- Birkin Bag Suit Pits Antitrust Law Against Desire for Exclusivity (April 1, 2024)
- Katten Represented Pinstripes in Combination With Banyan Acquisition Corporation (January 12, 2024)

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- Katten Guides Computing Firm's \$45M Deal To Buy Tech Biz | *Law360* (December 13, 2023)
- Katten Named 2024 'Law Firm of the Year' for Trademark Law by Best Law Firms® (November 2, 2023)
- Katten Advises in Transfer of Assets of Invisible Hands in Pro Bono Matter (September 19, 2022)

Publications

- Cancel Culture (Fall 2024)
- *Kattison Avenue* | Issue 13 (Fall 2024)
- Going for the Gold (Fall 2024)
- *The Katten Kattwalk* | Issue 28 (Fall 2024)
- Exploring Best Practices for the Use of Artificial Intelligence in Advertising (Summer 2024)
- Should There Be a Right to Repair in Fashion? (Summer 2024)
- *The Katten Kattwalk* | Issue 27 (Summer 2024)
- *Kattison Avenue* | Issue 12 (Spring 2024)
- Let Them Eat Cake: Italy's Antitrust and Advertising Authorities Crack Down on Influencers (January 31, 2024)
- *Kattison Avenue/Katten Kattwalk* | Issue 3 (Winter 2024)
- Would You Hire a Monkey to Write Your Ad Copy? (November 15, 2023)
- *Kattison Avenue* | Issue 11 (Fall 2023)
- Roll Up the Red Carpet (November 3, 2023)
- *The Katten Kattwalk* | Issue 26 (Fall 2023)
- Privacy, Data and Cybersecurity *Quick Clicks* | Issue 7 (July 2023)
- Federal Trade Commission Updates Endorsement Guides and Proposes New Rule on Consumer Reviews (July 5, 2023)

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- And the Winner Is... Human AI-Generated Music Ineligible for Grammys (Summer 2023)
- Is Trademark Law 'Too Small' for the First Amendment? (Summer 2023)
- What the Supreme Court's Decision in *Warhol* Could Mean for the Future of Fair Use (Summer 2023)
- *The Katten Kattwalk* | Issue 25 (Summer 2023)
- 'Superfake' Products Test Consumers and Brands in Trademark Law (June 15, 2023)
- Financial Markets and Funds Quick Take | Issue 11 (February 21, 2023)
- The 'Clock Is Ticking': Is Fashion Ready for Increased Demand for and Scrutiny of Sustainability? (January 25, 2023)
- *Kattison Avenue/Katten Kattwalk* | Issue 2 (Winter 2023)
- #tiktokcringe: Targeted Ads Are No 'Legitimate Basis' for Data Processing, Says Italy's Data Privacy Protection Authority (September 28, 2022)
- *Kattison Avenue* | Issue 9 (Fall 2022)
- Stolen Arches, IKEAish? What Western Sanctions Mean for Brand Trademarks in Russia (August 30, 2022)
- Q&A With Cynthia Martens (Summer 2022)
- EU Commission Investigates Cartel Breach in Fashion Sector (Summer 2022)
- War and Peace at Rospatent: Protecting Trademarks in Russia (Summer 2022)
- *The Katten Kattwalk* | Issue 24 (Summer 2022)