

Bret J. Danow

Partner

Intellectual Property

New York Office | +1.212.940.6365

bret.danow@katten.com

Bret Danow helps companies of all sizes with the worldwide protection and exploitation of their brands. His broad-based trademark practice covers the entire lifecycle of a brand, from selecting and clearing a trademark to protecting, monetizing and enforcing it. His clients range from small start-ups to large international companies.

Proactive counsel for trademark owners

In business, a company's name is often one of its most valuable assets. Bret can help you develop strategies to protect this critical intellectual property around the world. He has deep experience in the consumer products space, including representing a wide range of well-known fashion brands as well as companies in the sporting goods, consumer electronics, publishing and alcoholic beverage industries. He has also worked extensively with companies in the banking and financial services industries.

Bret works closely with his clients, who value his immediate responsiveness on a wide range of strategic IP questions. On critical issues, Bret doesn't wait for the phone call; he frequently anticipates potential IP problems and suggests a course of action to avoid bigger ones down the road. Long-time clients count on his cost-effective approach, attention to detail and ability to balance legal risk with business realities.

Bret's knowledge of all aspects in the lifecycle of a brand allows him to develop strategies that advance both legal and business interests. As a result, clients call on him to develop and administer worldwide trademark licensing programs as well as to formulate strategies for trademark protection and enforcement.

Recognitions

Recognized or listed in the following:

- *Managing Intellectual Property*
  - IP Star – Trademark, 2020–2026

Practices

- Advertising and Brand Litigation
- Intellectual Property
- Trademark Licensing and Strategy
- Trademarks and Trademark Litigation

Industries

- Entertainment and Media
- Entrepreneurial Ventures
- Fashion, Retail, Luxury and Beauty

Education

- JD, University of Pennsylvania Law School
- BA, University of Michigan

Bar Admissions

- New York

Bret J. Danow

Partner

- *The Legal 500 United States*
  - Recommended Attorney, 2025
- *World Trademark Review 1000*
  - New York, 2025-2026

News

- *Managing Intellectual Property* Honors Katten and Multiple IP Stars in 2026 Rankings (July 30, 2026)
- Katten Named Among Top US Law Firms for Retail Companies by *The Fashion Law* (April 24, 2026)
- Katten IP Practice Ranked by *World Trademark Review 1000* (January 28, 2026)
- Katten Counsels Industry-Leading Sports Agency in Global Growth Partnership (November 19, 2025)
- Katten Receives High Marks in the Legal 500 US 2025 Guide (June 11, 2025)
- *Managing Intellectual Property* Honors Katten and Multiple IP Stars in 2025 Rankings (June 5, 2025)
- Katten Named to *The Fashion Law* 2025 List of Top US Law Firms for Retail Companies (March 12, 2025)
- Katten IP Practice Receives Acclaim in *World Trademark Review 1000*, 2025 (February 3, 2025)
- *Managing Intellectual Property* Recognizes 2024 Katten IP Stars (July 3, 2024)
- Katten Advises Excel Sports Management in Acquisition of REP 1 Football (November 29, 2023)
- Katten Named 2024 'Law Firm of the Year' for Trademark Law by Best Law Firms® (November 2, 2023)
- *Managing Intellectual Property* Recognizes Katten IP Stars (June 29, 2023)
- *Managing Intellectual Property* Recognizes Seven Katten Attorneys as 2022 IP Stars (May 27, 2022)
- Katten Ranked Best in Intellectual Property by Managing IP Stars 2021 (July 7, 2021)
- Katten Ranked Best in Intellectual Property by Managing IP Stars 2020 (May 1, 2020)

- Katten Named Among World's Top Trademark Firms in *WTR 1000* (April 26, 2011)
- Katten Names 15 New Partners (March 24, 2008)

Publications

- *The Katten Kattwalk* | Issue 31 (Summer 2026)
- California Responsible Textile Recovery Act (June 17, 2026)
- Supreme Court Holds Trademark License Not Terminated Upon Rejection in Bankruptcy (May 23, 2019)
- TTAB Provides Guidelines on Acquiescence (April 4, 2019)
- TTAB Rules Sales to Single Customer Sufficient To Avoid Abandonment (February 22, 2019)
- TTAB Clarifies Requirements for Consent Agreements (January 23, 2019)
- Hashtags Do Not Prevent Likelihood of Confusion (December 17, 2018)
- TTAB Rules No Likelihood of Confusion Between Designer Surnames (November 2018)
- Generic Use Abroad Does Not Mean Generic Use in US (October 19, 2018)
- Court Allows Laches Defense in Cancellation Case (September 2018)
- The TTAB Addresses Issue Preclusion and *Ex Parte* Appeals (May 2018)
- Trade Mark Infringement Test for TV Show Titles (February 2018)
- Disputes Between Departing Member and Remnant Group (October 2017)
- Trademark Ownership: Distributors Versus Manufacturers (June 2017)
- Fee Shifting Applied in Trademark Dispute (May 2017)
- Opposition Fails Due to Improper Trademark Assignment (April 2017)
- Use of Social Media in Likelihood of Confusion Analysis (March 2017)
- Extraterritorial Application of the Lanham Act (November 2016)
- Company Fights Back Against the USOC (October 2016)

- Proper Geographic Scope for Injunctive Relief (September 2016)
- TTAB Clarifies Allegation Time Period for Dilution Claims (June 2016)
- Cautions on Related Party Uses of Marks (May 2016)
- TTAB Refuses Co-Existence Agreement (April 2016)
- Supreme Court to Review Fee Shifting in Copyright Cases (March 2016)
- Issue Preclusion Applied to Priority Dispute (February 2016)
- Registration Cancelled for *De Minimis* Use (December 2015)
- Design Marks: Comparing and Tacking (November 2015)
- TTAB Allows Only One Bite at the Apple (October 2015)
- Once Generic, Always Generic (September 2015)
- Appealing Refusals to Register Marks (July 2015)
- Laches Defense in a Cancellation Proceeding (June 2015)
- Undue Prejudice in an Acquiescence Defense (May 2015)
- Is Offering of a Service Use of a Mark? (April 2015)
- Court Expands Something More Standard (March 2015)
- Opportunistic Bad Faith in the UDRP (February 2015)
- False Origin Claims Applied to Services (December 2014 / January 2015)
- US Trademarks: Google Defeats Genericness Claim (November 2014)
- Third Circuit Rules on Awarding Attorneys' Fees (October 2014)
- Federal Circuit Rules on Trade Mark Pronunciation (September 2014)
- Seventh Circuit Rules on Trade Mark Abandonment (July / August 2014)
- Misrepresentation of Source Claims (June 2014)
- Narrowing Colour Claims (May 2014)
- Don't Delay Filing Intent-to-Use Applications (April 2014)
- TTAB Expands Protection for Famous Marks (March 2014)
- No Presumption of Irreparable Harm (February 2014)
- PRL Challenges Intent-to-Use Application (December 2013 / January 2014)

Bret J. Danow

Partner

- House Mark Distinguishes Secondary Mark (November 2013)
- Assigning Intent-to-Use-Based Applications (October 2013)
- New Rules on Use of Child Models (September 2013)
- Impact of TTAB Rulings on Court Decisions (July / August 2013)
- Costco Claims Tiffany Is Generic (June 2013)
- Questions Left Unanswered by *Louboutin* Case (May 2013)
- Anonymous Comments Allowed as Evidence of Confusion (April 2013)
- Protect Your Trademark Online: Global Trademark Clearinghouse to Begin Accepting Submissions (March 11, 2013)
- Supreme Court Rules on Covenant Not to Sue (March 2013)
- The Territorial Extent of Trade Marks (December 2012 / January 2013)
- Court Cases Highlight Product Liability for Licensors (November 2012)
- Court Ensures Trade Mark Protection for Fashion Colours (October 2012)
- New Treatment of Trade Mark Licenses in Bankruptcy (September 2012)
- How to Petition for Special Treatment (July / August 2012)
- New Generic Top-Level Domain Names: What Brand Owners Need to Know (June 15, 2012)
- Deceptive Geographic Marks Clarified (June 2012)
- Risks of Guerilla Marketing at the Olympics (May 2012)
- Trade Marking Linsanity (April 2012)
- Louboutin Claims Colour Exclusivity (March 2012)
- Beware Similar Marks on Related Goods (February 2012)
- Tips on Acceleration of Royalties Provisions (December 2011 / January 2012)
- Renewing Domain Names and the ACPA (November 2011)
- Dividing Trade Marks (July / August 2011)
- Reverse Confusion (May 2011)
- Rules on Gift Cards (April 2011)
- Domain Name Enforcement Broadened (March 2011)

- How to Avoid Naked Licensing (February 2011)
- The Misconceptions About Incontestability (December 2010 / January 2011)
- UDRP Evidence Standards (November 2010)
- Extraterritorial Application of the Lanham Act (October 2010)
- Insurance Coverage for Infringement Claims (September 2010)
- Common Law Rights Can Outlast Registration (July / August 2010)
- Changes in Declaratory Judgment Standards (June 2010)
- Licence Agreements in Cross-Border Agreements (May 2010)
- Cautions on Consent to Registration Agreements (April 2010)
- Likelihood of Confusion for Alcoholic Beverage Marks (March 2010)
- Obtaining Registrations for Personal Names (February 2010)
- 2009 Year-End Intellectual Property Issues Advisory (December 2009)
- Co-Existence Agreements (December 2009 / January 2010)
- Effect of Corporate Name Registrations (November 2009)
- Changes to Fraud Analysis (October 2009)
- Registration on the Supplemental Register (September 2009)
- Settlement of Opposition Proceedings (July / August 2009)
- Intent-to-Use Requirements (June 2009)
- Licensing in the Credit Crunch (May 2009)
- Trade Mark Disclaimers (April 2009)
- Trade Mark Monitoring (March 2009)
- Excusable Neglect (February 2009)
- Deceptively Misdescriptive Geographic Marks (December 2008 / January 2009)
- Avoid Domain Name Scams (November 2008)
- Licence Agreement Representations (October 2008)
- Protecting Certification Marks (September 2008)
- Avoiding Willful Infringement (July / August 2008)
- Using a Third Party's Trade Mark (June 2008)
- Claiming Trade Mark Rights in Particular Colours (May 2008)
- Environmentally Friendly Marketing Claims (April 2008)

- Enforcement Options for Foreign Marks (March 2008)
- Alternatives to Federal TM Filings (February 2008)
- Limitations on Governing Law Provisions (December 2007 / January 2008)
- Excusable Non-Use of a Trade Mark (November 2007)
- Use of Personal Names (October 2007)
- Infringement Risks and Related Goods (September 2007)
- Enforceability of Priority Filings (July / August 2007)
- Fraud Warnings (June 2007)
- Risks Arising from Phonetic Similarity (May 2007)
- The Importance of Trade Mark Clearance (April 2007)
- Cautions About Foreign Word Marks (March 2007)
- Keyword Advertising and Trade Mark Infringement (February 2007)
- What to Know About Geographic References (December 2006 / January 2007)
- Addressing Grey Market Sales into the US (November 2006)
- Gripe Sites and Fair Use (October 2006)
- Tips on Using Priority Foreign Filings (September 2006)
- Disputes in the Financial Service Industry (July / August 2006)
- Trade Mark Enforcement for Domain Names (June 2006)
- Expanding Well-Known Brands to the US (May 2006)
- Domain Name Issues in License Agreements (April 2006)
- New Developments Concerning Trademark Licenses in Bankruptcy (March 2006)
- Defensive Ownership of Domain Names (February 2006)
- The Effect of "New Uses" on Copyright License Agreements (October 4, 2004)
- Anticipate New Technologies When Drafting Copyright Licenses (August 3, 2004)
- Reducing the Effects of Licensing Bankruptcy (July / August 2004)

Presentations and Events

- Fashion Licensing and Brand Protection (February 11, 2015) | *Panelist*

Bret J. Danow

Partner