

Jessica G. Kraver

Partner

Intellectual Property

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Jessica Kraver is a full-service intellectual property and privacy attorney who counsels brands at each stage of their lifecycle to support their growth while protecting and preserving their intellectual property assets. Jessica concentrates her practice in intellectual property, advertising, privacy and technology transactions. Her clients represent a diverse range of industries, but she is particularly experienced with those in the fashion and consumer products sectors.

Approaching legal issues with a business perspective reduces risks and boosts outcomes

Jessica functions as a hybrid business and legal adviser, since her clients' legal issues are often intertwined with their business goals. Calling upon her own previous professional experience in advertising and media, she helps brands define their identity and grow their presence in the marketplace. She regularly counsels clients on domestic and international trademark portfolio development, copyrights, advertising and marketing issues ranging from sweepstakes, contests and promotions to the use of artificial intelligence in content development, sponsorship and endorsement agreements, licensing, intellectual property enforcement, technology transactions and integration (including a variety of software licensing agreements, along with their associated Service Level Agreements and Data Processing Agreements), and related privacy concerns. She also serves as a trusted advisor on intellectual property, privacy and data security aspects of corporate transactions.

Jessica is spearheading Katten's US privacy practice, serving a broad range of clients across industries. She helps clients prepare external-facing Privacy Notices and Terms of Use for their websites, as well as internal information security and privacy programs, advises on the evolving US State privacy landscape, and supports clients with data breach response and remediation. She also frequently counsels US companies operating global businesses on navigating the complex web of domestic and foreign privacy regimes.

Jessica handles a wide breadth of transactional matters on a day-to-day basis. In addition, she has developed a deep understanding of IP issues in China and was able to help several clients successfully combat

Practices

- Advertising and Brand Litigation
- Intellectual Property
- Intellectual Property Litigation
- Privacy, Data and Cybersecurity
- Trademark Licensing and Strategy
- Trademarks and Trademark Litigation

Industries

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

Education

- JD, Boston University School of Law
- BA, University of Pennsylvania, *magna cum laude*

Bar Admissions

- New York

Professional & Community Involvement

- New York State Bar Association

trademark pirates and counterfeiters in the Chinese market. This skill set is increasingly valuable to many companies doing business abroad.

Jessica is committed to serving many of the firm's pro bono clients. She regularly counsels them on intellectual property matters and other general business issues. She is also a certified information privacy professional (CIPP/US), credentialed by the International Association of Privacy Professionals (IAPP); the IAPP is not affiliated with any governmental authority.

Representative Experience

- Represented a brand development and licensing company in the acquisition of a legacy shoe brand's trademarks and intellectual property portfolio.
- Represented a brand development and licensing company in its sale of 100% of the equity interests in a British contemporary clothing brand.
- Represented a brand development and licensing company in its acquisition of the worldwide intellectual property assets of a clothing brand, and license back of such intellectual property rights for the continued operation of the brand.
- Represented a global brand aggregator in its acquisition of a storied European and UK-based footwear business out of Administration proceedings and subsequently in connection with its domestic licensing in the US.
- Represented a tailored menswear retailer in a nearly two-year negotiation to secure a licensing agreement with a custom apparel specialist. The agreement allows the retailer to leverage the specialist's made-to-measure technology to offer custom shirts, pants, jackets, and suits, both in retail locations and through online channels. This initiative supports the retailer's strategic focus on expanding its custom apparel business.
- Represented an international fashion house in connection with a global re-vamping and updating of its longstanding license agreement with a renowned beauty company. The work in this matter involved the licensing of trademarks for fragrance as part of a broader expansion of their licensing relationship to include additional product categories such as makeup, accessories and other beauty and home goods.
- Represented a famed menswear and women's tailored clothing brand in an exclusive relationship to design and produce a collection of airline and other work uniforms.

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- Advised a retail holding company on the negotiation of a complex, years-long master services agreement with a leading e-commerce solutions provider, securing essential services for a portfolio of retail brands.
- Represented a retail holding company in negotiating a complex master services agreement for order management, fulfillment, payment processing, customer service, and other critical e-commerce functions.
- Represented a global leading lifestyle brand collective in connection with the prosecution and defense of certain allegations in a series of oppositions and cancellations before the TTAB.
- Represented client in age discrimination case before a jury in the US District Court for the Southern District of New York. Obtained successful verdict.
- Represented a fashion brand in an opposition proceeding before the United States Patent and Trademark Office Trademark Trial and Appeal Board through oral argument before the Board. Obtained successful verdict.

Recognitions

Recognized or listed in the following:

- Empire State Counsel®
  - Pro Bono Honoree, 2014–2016, 2018
- Katten Muchin Rosenman LLP Pro Bono Service Award
  - 2012, 2023
- *The Legal 500 United States*
  - Recommended Attorney, 2025
- *World Trademark Review 1000*
  - New York, 2025-2026

News

- Katten Advises Authentic Brands Group in Connection With Its Acquisition of the Care Bears Brand (August 20, 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 Receives High Marks in the Legal 500 US 2025 Guide (June 11, 2025)
- Katten Advises Monarq Asset Management in Strategic Investment From FalconX (June 6, 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)
- Katten Named 2024 'Law Firm of the Year' for Trademark Law by Best Law Firms® (November 2, 2023)
- Katten Honors Attorneys for Providing Pro Bono Services (October 30, 2023)
- Katten Attorneys Help Drive $3.2 Billion US Car Dealership Deal (October 6, 2021)
- *Law360* Celebrates Katten's New Partner Class (February 8, 2021)
- Katten Announces New Partner Class (October 30, 2020)
- Katten Wins Dismissal of Opposition to Mansur Gavriel Trademark Registration Following TTAB Trial (October 1, 2018)
- Katten Represents InMarket Media in Successfully Blocking Injunction Bid (January 5, 2015)
- Katten Obtains Permanent Injunction for Aéropostale in Settlement of Trademark Infringement Lawsuit (July 25, 2014)
- Katten Obtains Favorable Ruling for Slide Mountain in Loehmann's Domain Name Dispute (May 29, 2014)
- Katten's Work on Behalf of Queens Economic Development Corporation Noted in *New York Law Journal* and *Daily News* (June 13, 2013)
- Katten Honors Eight Attorneys With Pro Bono Service Awards (July 20, 2012)

Publications

- California Partially Eliminates California Invasion of Privacy Act Claims Faced By Many Companies (October 7, 2026)
- *The Katten Kattwalk* | Issue 31 (Summer 2026)
- California Responsible Textile Recovery Act (June 17, 2026)
- *Kattison Avenue* | Issue 16 (Spring 2026)

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- HHS Web Accessibility Rule: Key Requirements and Fast-Approaching Compliance Deadlines (May 14, 2026)
- *The Katten Kattwalk/Kattison Avenue* | Issue 5 (Winter 2026)
- *Kattison Avenue* | Issue 15 (Fall 2025)
- Highlights From the 2025 ANA Masters of Advertising Law Conference (Fall 2025)
- *Kattison Avenue* (Quarterly) | *Editor and Contributor*
- *Kattison Avenue* | Issue 14 (Spring 2025)
- *The Katten Kattwalk/Kattison Avenue* | Issue 4 (Winter 2025)
- *Kattison Avenue* | Issue 13 (Fall 2024)
- *Kattison Avenue* | Issue 12 (Spring 2024)
- *Kattison Avenue/Katten Kattwalk* | Issue 3 (Winter 2024)
- *Kattison Avenue* | Issue 11 (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)
- Financial Markets and Funds Quick Take | Issue 14 (May 30, 2023)
- *Kattison Avenue* | Issue 10 (April 26, 2023)
- *Kattison Avenue/Katten Kattwalk* | Issue 2 (Winter 2023)
- *Kattison Avenue* | Issue 9 (Fall 2022)
- Federal Trade Commission Releases Guidance to Merchants That Offer Buy Now/Pay Later (BNPL) Options to Customers (September 27, 2022)
- New York Proposes Significant Regulation for Fashion Industry: The 'Fashion Sustainability and Social Accountability Act' (January 26, 2022)
- *Kattison Avenue/Katten Kattwalk* | Issue 1 (Winter 2022)
- FTC Warns Massive List of US Companies Not to Deceive Consumers With False Endorsements and Reviews (October 15, 2021)
- Reminder: Action Required by December 31 To Avoid Losing DMCA Safe Harbor Protection (October 20, 2017)
- Hip, Hip, Hooray for Copyrightable Decorative Elements (March 23, 2017)

- Copyright Office Rule Changes Require Website Owners to Take Action to Benefit From DMCA Safe Harbor (December 2, 2016)
- Launch of New Generic Top Level Domains *.store* and *.shopping* (April 26, 2016)
- FTC Issues Much-Anticipated Guidance Regarding "Native" Advertising (January 4, 2016)
- "The Inappropriateness of Applying Presumptions of Reliance to Facilitate Class Certification of Consumer Fraud Actions," *Class Action Reports* (June 1, 2010)
- 2009 Year-End Intellectual Property Issues Advisory (December 2009)

Presentations and Events

- ANA Advertising Law 1-Day Conference (April 23, 2026)
- 2025 Apparel & Retail CEO Summit (October 28-29, 2025)
- 2025 Women in Power Forum (September 8, 2025)
- ANA Advertising Law 1-Day Conference (March 26, 2025) | *Speaker* | *What to Expect From the FTC Under the New Administration*
- 2024 ANA Masters of Advertising Law Conference (November 11–13, 2024) | *Panelist* | *Basics of IP Issues in Advertising, Including Copyright & Trademark*
- ANA Advertising Law 1-Day Conference (March 20, 2024) | *Panelist* | *Hot Topics in Retail for 2024*
- Brand Activation Legal Committee Meeting (November 17, 2022)
- Media Law Resource Center (MLRC) Cal Chapter Quarterly Meeting (December 9, 2021)
- IPELS Fashion Law Committee (September 28, 2016) | *Speaker*
- BAA Government & Legal Affairs Update: June 2016 (June 23, 2016) | *Panelist*