



Deborah Greaves

Principal

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Los Angeles, CA – 213.341.1340

Deborah Greaves focuses her practice on global intellectual property procurement and protection related to trademarks, copyrights, and publicity rights. She regularly works within the food, fashion, entertainment, retail, consumer products and technology industries.

Deborah is passionate about monetizing, developing and protecting intellectual property assets for companies that operate both internationally and domestically. Deborah regularly negotiates distribution and licensing agreements and confers with her clients to develop domain registration strategies. She also protects companies against counterfeit and infringement claims that impair their brands.

A noteworthy milestone in Deborah's legal career remains working with the U.S. Government and diplomatic and administrative personnel in China to secure the first trademark registration for commercial goods in China that incorporate the word, "Religion."

Deborah also serves as outside general counsel for many of her clients, providing commercial and employment advice, along with corporate creation and governance, regulatory compliance and data protection and privacy.

With extensive in-house legal experience at leading apparel companies, she has distinctive insight into how companies function. This experience allows her to bring a management-minded approach to her matters.

Deborah frequently speaks on issues related to intellectual property, fashion law, consumer products and the metaverse.

Education

- Glendale University College of Law (J.D.)
- Los Angeles Valley College

State Bar Admissions

Services

- Business Advisory and Outside General Counsel
- Business Law and Transactions
- Intellectual Property
- Labor and Employment
- Sports, Entertainment and Media
- Restrictive Covenants and Trade Secret Protection
- Trademarks and Copyrights
- Commercial Litigation
- Fashion and Lifestyle

- California
- Texas

Court Admissions

- United States District Court for the Central District of California
- United States District Court for the Eastern District of California
- Supreme Court of the United States

Professional Affiliations

- Loyola Law School, Adjunct Professor (Fashion Law, Fashion Law Business Transactions and Retail and Fashion Law)
- Get Real Committee, International Trademark Association, Member
- North American Anti-Counterfeiting Committee, International Trademark Association, Former Member
- Anti-Counterfeiting Coalition, Board and Directors, Former Member
- California Lawyers Association
- Intellectual Property Law Section of California Lawyers Association, Member and past Chair
- American Apparel and Footwear Association
- California Fashion Association

Recognitions

- Named to *The Best Lawyers in America*® for Litigation - Intellectual Property (2018-2026)
- Selected to Southern California Super Lawyers® for Intellectual Property (2020-2023)
- Best Lawyer of the Year, Best Lawyers (2018-present)
- Corporate Counsel of the Year, Los Angeles Business Journal, Finalist (2011 and 2013)
- Top 20 General Counsel in California, The Daily Journal (2012)
- Global Counsel of the Year for Intellectual Property, Lexology (2011)