



Laura J. Winston

Principal

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Laura J. Winston focuses her law practice primarily in the areas of trademarks and copyrights, representing a broad range of both domestic and international clients, from individual business owners and small startup ventures to established Fortune 500 and publicly traded companies. Her experience extends across various industries, including animal health, gaming software and hardware, alternative energy, consumer products, and numerous others.

Laura's practice covers the full range of trademark services, including strategic advice on domestic and international trademark protection strategies, transactions, searching and clearance, acquisition and registration, opposition and cancellation proceedings, and domain name disputes litigation. With over 25 years of legal experience, she has successfully obtained thousands of trademark registrations for her clients. In the past ten years, Laura has obtained the transfer of 25 infringing domain names, in several of these cases stopping the phishing attempts of the perpetrators.

Additionally, Laura is an active member of the International Trademark Association (INTA), where she currently serves on INTA's Public Information Committee and is a former subcommittee chair of INTA's Brands and Innovation Committee. She regularly facilitates INTA Table Topic discussions for U.S. and international participants in areas such as trademark searching and clearance, meeting the complex use requirements needed to obtain registration in the U.S., and cost-effective international trademark protection strategies.

Laura is also an adjunct professor at Fordham University School of Law and has served on the faculty of Brand School Masterclass by BrandTwist, an online branding course targeted at small businesses and entrepreneurs.

Representative Matters

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Settled a dispute between agricultural product providers over priority and right to use a trademark for a successful fertilizer product.

Services

- Intellectual Property
- International
- Hospitality
- Trademarks and Copyrights

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Favorably resolved a dispute of copyright ownership and the right to mint NFTs of large-scale artworks by well-known artist.

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Successfully stopped a generics manufacturer from adopting and registering a trademark that encroached on the rights of the name-brand manufacturer.

Education

- Rutgers University (J.D.)
- Tufts University (B.A.)

State Bar Admissions

- New York

Court Admissions

- United States District Court for the Southern District of New York
- United States District Court for the Eastern District of New York

Professional Affiliations

- International Trademark Association, Public Information Committee
- Fordham University School of Law, Adjunct Professor

Recognitions

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World's Leading Trademark Professionals - *WTR1000* (2023, 2024, 2025, 2026):

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Noted for "social media, internet, and software expertise" and "strategic counseling and responsiveness." (2023)

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Noted for her "top-tier trademark advice and understanding of clients' practical concerns." (2025)

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Noted for "providing strategic, cost-conscious brand protection to a diverse global client base." (2026)

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Oppedahl's Toteboards (2022, 2023, 2024, 2025)

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Recognized for trademark registrations

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Selected to New York Metro by Super Lawyers® list for Intellectual Property (2025-2026)

Publications & News

May 15, 2026

Offit Kurman Attorneys Recognized in 2026 New York Metro Super Lawyers® and Rising Stars Lists

January 29, 2026

World Trademark Review Honors Offit Kurman and Principals Laura Winston and Marc Misthal in 2026 WTR 1000

October 30, 2025

Sixteen Offit Kurman Attorneys Recognized in 2025 Edition of New York Metro Super Lawyers

October 15, 2025

Offit Kurman Attorneys Appointed to INTA Committees for 2026–2027 Term

January 31, 2025

World Trademark Review 1000 Ranking Celebrates Offit Kurman's Client-Focused IP Practice, Principals Marc Misthal and Laura Winston

January 16, 2025

Offit Kurman's Laura Winston to Lead Trademark Discussion at 2025 INTA Annual Meeting

November 21, 2024

Protect Your Pet Business: Laura Winston Shares Trademark Tips in PETS+ Magazine

June 27, 2024

Laura Winston Appears on Gold City Ventures' Crickets to Cha-Chings Podcast

June 13, 2024

Attorney Laura Winston Will Serve as a Panelist at ACI's 4th Annual Summit for Women Leaders in IP Law

May 7, 2024

Offit Kurman Intellectual Property Attorneys to Attend International Trademark Association (INTA) 2024 Annual Meeting

April 23, 2024

Laura J. Winston to Serve on a Global World Intellectual Property Day Panel

November 17, 2023

Laura Winston Published in The Glass Art Society Journal on Legal Matters for

Glass Artists

November 7, 2023

Laura Winston Published in New York Law Journal on Color Trademark Protection and Issues

November 6, 2023

Laura J. Winston and Matthew Asbell to Speak AI in Trademark Selection and Clearance Webinar

August 21, 2023

Laura Winston Publishes in FSR Magazine with Article on Quality Control in Trademark Licensing

June 8, 2023

Laura Winston Presented "Legal Toolkit for Glassblowers"

May 14, 2023

Laura Winston to Host Table Topic at INTA Singapore on the Regulatory Challenges of Developing a Pharmaceutical Trademark

February 14, 2023

Offit Kurman's Laura J. Winston and Matthew D. Asbell Named to the World Trademark Review's WTR 1000

February 15, 2022

Offit Kurman Appoints Principal Laura J. Winston to Intellectual Property Practice Group Leader

December 2, 2021

Laura Winston Published in Law360

September 1, 2021

Laura Winston to Present CLE Webinar on Trademark Application Pre-Filing Strategies

June 1, 2021

Laura Winston to Present CLE Webinar with Celesq® Programs

April 11, 2021

Laura Winston to Present Webinar at ABA-IPL Spring Virtual

Featured Works

Speaking Engagements & Presentations

- "Trademark and Brand Protection in the Digital Era," 6th Annual Women Leaders in IP Law Conference, June 2, 2026
- "A Practical Overview of How Trademark Rights Are Established in the United States," GGI Dublin, April 27, 2026
- [Table Topic: Specimen Success: Proving Trademark Use before the US Patent and](#)

Trademark Office," Moderator, INTA May 2025

- "Trademark Application Pre-Filing Strategies: Overcoming the Obstacles," Faculty, Strafford, August 2024
- "Combatting Insider Threats: Protecting Your Organization Against the Rise of Insider Threats to IP," Panelist, American Conference Institute's 4th Annual Summit for Women Leaders in IP Law, June 2024
- "Your Trademark and Copyright Questions Answered by an IP Lawyer," Guest, Gold City Ventures' Crickets to Cha-Chings Podcast, June 2024
- "Table Topic: Prove It! Strategies for Establishing Trademark Use in US Applications and Post-Registration Filings," Moderator, INTA, May 2024
- "The Changing Landscape of IP Law Firms: Navigating the Digital Era," Speaker, Fox Mandal, April 2024
- "Women's Entrepreneurship Symposium: Women Impacting the Global Market", Speaker, United States Patent and Trademark Office, April 2024
- "Legal Toolkit for Glassblowers, Glass Art Society Conference," Presenter, Detroit, MI Jun. 2023
- "The Regulatory Challenges of Developing a Pharmaceutical Trademark," Presenter, International Trademark Association Annual Meeting, Singapore, May 2023
- "Trademark Application Pre-filing Strategies," Presenter, Strafford Webinars, Sept. 2021
- "Is Genericide Still a Thing?" Presenter, Celesq® AttorneysEd Center (online), Jun. 2021
- "Impact of Recent U.S. Trademark Office Changes," Presenter, ABA IPL Spring Virtual, Apr. 2021

Publications

- Quoted, "Nike's 7/11 Air Max Launch Hampers Chances Against 7-Eleven Suit," Bloomberg Law, July 11, 2026
- Author, "From Palette to Protection: When Does Color Function as a Trademark?," New York Law Journal, October 23, 2023
- Author, "Why Quality Control is Essential in Trademark Licensing," FSR, July 26, 2023
- Author, "What Return of Fraud on USPTO Means for TM Practitioners," Law360, Nov. 2021

Additional Publications

- Author, "Is Genericide Still a Thing? Maybe We Worry Too Much About Proper Use of Trademarks", Legal Intelligencer, March 21, 2021
- Co-Author, "Rise of the Mass Filers: Options for the USPTO to Consider," World Trademark Review, January 2021

Blog Posts

January 26, 2026

Trademarks 101: What Business Advisors Need to Understand When Guiding Clients

As a business advisor, your role often involves helping clients make strategic decisions that affect their growth and risk profile. One area that frequently intersects with broader advisory issues is trademark law. While business advisors do not typically manage...

April 2, 2025

Trademark Registration Misconceptions: What Brand Owners Should Know

Many business owners view trademark registration as a smart investment—and they're right. A federal registration gives you valuable legal advantages, including nationwide priority, a presumption of ownership, and stronger tools to protect your brand. But registering a trademark doesn't...

September 27, 2024

It's a Plaintiff, it's a Baby, it's SUPERBABIES!

Able to cancel 4 trademark registrations in a single filing, a comic book company called Superbabies Limited has done what once seemed impossible: They have achieved the cancellation of trademark registrations for SUPER HERO and SUPER HEROES, registered since...

April 4, 2024

Navigating Trademark Complexities: Meta's Brazilian Setback

Meta Platforms Inc., the behemoth that owns Facebook, Instagram, Threads and others, recently faced a court in Brazil that prohibited the company from using the Meta trademark in the country. A digital transformation consultancy has held a registered trademark...

September 26, 2023

From Palette to Protection: When Does Color Function as a Trademark?

Back when my daughter was in third grade, parents were invited to her classroom to talk about their jobs. I talked about trademarks and brands, discussing products they would appreciate, like HOT WHEELS miniature cars and AMERICAN GIRL dolls....

June 13, 2023

Chew on This – SCOTUS Rules that Dog Toy Parodying Jack Daniel's Can't Hide Behind First Amendment

On June 8, the US Supreme Court ruled unanimously in favor of Jack Daniel's in Jack Daniel's Properties, Inc. v. VIP Products LLC, overturning the decision of the 9th Circuit Court of Appeals. Justice Elena Kagan wrote the...

February 23, 2023

Does the First Amendment Protect the Use of Parody for Commercial Purposes?

The US Supreme Court Will Decide On March 22, the US Supreme Court will hear arguments in Jack Daniel's Properties, Inc. v. VIP Products LLC. In a case that pits trademark rights against free speech claims, Jack Daniel's has...

October 17, 2022

USPTO Shortens Time for Response to Office Actions

On December 3, 2022, the US Patent and Trademark Office (USPTO) is making a big change to the requirements to respond to rejections or requirements for further information. Background : When a business files an application for trademark registration...

March 17, 2022

Trademark Law v. The First Amendment – the Saga Continues

In recent years, the US Supreme Court found that two provisions of the US trademark law that date back to the 1940s were unconstitutional because they violated the free speech provisions of the First Amendment. In *Matal v. Tam*,...

January 14, 2022

New Year, New Trademark Law – Petitions for Expungement and Reexamination of Trademark Registrations

Petitions for Expungement and Reexamination of Trademark Registrations The Trademark Modernization Act took effect on December 18, 2021, and now it is easier and less expensive to cancel unused registered trademarks . Any party can bring an expungement or...

October 14, 2021

Trademark Trial and Appeal Board Finds Reckless Disregard for the Truth Equals Fraud, Cancels Trademark Registration

The U.S. trademark law provides that a trademark registration may be canceled if it was obtained fraudulently. A registration may also be canceled if the registrant commits fraud in post-registration filings, including a Section 15 Declaration of Incontestability. Often...

July 29, 2021

Not Forgetting Trademarks: Protecting your NFT Brand

To Read Part One of our NFT series, click here »» This latest installment in Offit Kurman's NFT series looks at protecting NFT's under trademark law. As of July 21, 2021, a search of the US Patent and Trademark...

April 5, 2021

Is Genericide Still A Thing? Maybe We Worry Too Much About 'Proper Use Of Trademarks'

As Published in The Legal Intelligencer – Special Section March 2021: Intellectual Property By: Laura Winston Earlier this year, the comedian Seth Meyers was making a joke about a politician on his talk show " Late Night with Seth...