

## Cowan, Liebowitz & Latman Welcomes [Adam Siegartel](#) to its Intellectual Property and Litigation Practices

12.1.2020



We welcome [Adam Siegartel](#) to our firm. His considerable knowledge and experience add significant strength to our Intellectual Property and Litigation practices.

Adam will primarily practice in our [Trademark Group](#) and our [Litigation & Early Dispute Resolution Group](#). He will assist clients with worldwide brand management, domestic and international trademark searching and clearance, intellectual property (IP) enforcement and defense, and negotiating and drafting licenses, sponsorship agreements, endorsement agreements, and other IP content agreements.

He also will continue his practice as an experienced first-chair litigator in the federal courts nationwide, the Trademark Trial and Appeal Board and New York State courts. He has handled cases involving trademarks, copyright, cybersquatting, the right of publicity, and other IP and commercial disputes. In addition, Adam has handled domain name arbitrations before the World Intellectual Property Organization and ADR Forum, and false advertising matters before the National Advertising Division and National Advertising Review Board of the Council of Better Business Bureaus.

Adam's practice also includes advertising clearance and claim substantiation, sweepstakes and other promotional programs, counterfeiting, and other IP issues. He also manages IP due diligence projects for spin-offs, mergers, acquisitions, and other corporate transactions.

Adam counsels companies and entrepreneurs of all sizes and in a variety of industries, including apparel, consumer products, cosmetics, data analytics, access control technologies,

energy/utilities, film, financial services, hospitality/lodging, professional sports, real estate, recorded music, and telecommunications.

He is a frequent lecturer and writer and has been recognized by the *World Trademark Review 1000* Directory of Leading Trademark Professionals in New York for both “Prosecution and Strategy” and “Enforcement and Litigation,” and by *The Legal 500 United States*, among others.

Adam attended Columbia Law School (JD 2001; Senior Editor of *Columbia Law Review*; James Kent Scholar; Harlan Fiske Stone Scholar; recipient of James A. Elkins Prize), and Tufts University (BA 1997; *summa cum laude*; Phi Beta Kappa).