



Katie Eissenstat

Associate

Dallas

Katie.Eissenstat@haynesboone.com

+1 214.651.5426

PRACTICES Intellectual Property, Trademark and Advertising, Trademark Prosecution, Trademark Cancellations and Oppositions, Domain Name Disputes, Social Media, Copyright, Pharmaceuticals, Food, Beverage and Restaurant, Media, Entertainment and Sports, Sports Law, Retail

Katie Eissenstat is an associate in the Intellectual Property Practice Group in the Dallas office. Her practice focuses on all aspects of trademark law and brand strategy, with an emphasis on counseling, clearance, prosecution, and enforcement. Katie counsels clients across a wide variety of industries on domestic and international trademark portfolio management and strategy, the availability and selection of trademarks for use and registration, assessment of infringement risks, domain name disputes, trademark and copyright cease-and-desist efforts, social media takedowns, TTAB cancellations and oppositions, and consent and coexistence agreements.

Prior to joining the firm, Katie served as a Trademark Examining Attorney at the U.S. Patent and Trademark Office where she reviewed thousands of trademark applications. Drawing on this experience, Katie leverages her knowledge from inside the USPTO to help clients procure, defend, and enforce trademark rights both domestically and internationally.

Katie's performing arts background helps her bring creative thinking to her legal practice. She is a graduate of the Wanda Bass School of Music at Oklahoma City University, where she received her Bachelor of Music degree in musical theater and graduated with honors. Katie additionally received her J.D. at the University of Oklahoma where she graduated with honors and served as Research Editor for the *Oklahoma Law Review*.

QUALIFICATIONS

EDUCATION

- J.D., University of Oklahoma College of Law, 2016, cum laude; Research Editor, *Oklahoma Law Review*
- B.M., Musical Theater, Oklahoma City University, 2013, cum laude

ADMISSIONS

- Texas
- Oklahoma

PUBLICATIONS AND SPEAKING ENGAGEMENTS

- “Bridging the Generational Gap: Idea Exchange,” speaker, INTA Leadership Conference, November 13, 2024.
 - “From Obscurity to Viral ‘Demurity’: A Mindful Look at Trademark Protection Amid Newfound Fame,” co-author, *IP Watchdog*, September 23, 2024.
 - “Using the USPTO’s Federal Trademark Search System,” speaker, IPO Annual Meeting, September 23, 2024.
 - “2024 Young Practitioners Idea Exchange: So you want to be an IP Lawyer—A Guide to Breaking Into IP,” panelist, INTA, May 2, 2024.
 - “Trends in Copyright and Trademark Law,” speaker, *RealLegal 24 by RealPage*, May 1, 2024.
 - “Supreme Court Claws Back Trademark Rights by Removing Lanham Act’s Extraterritorial Scope,” co-author, HB Client Alert, June 29, 2023.
-

PROFESSIONAL AFFILIATIONS AND ENGAGEMENTS

- International Trademark Association (INTA), Professional Development Committee (2024-2026); Mentoring Subcommittee
 - Intellectual Property Owners (IPO), U.S. Trademark Office Practice Committee
 - ChIPs, USPTO Chapter, Founding Member
 - State Bar of Texas, Intellectual Property Law Section
 - Dallas Bar Association, Intellectual Property Law and Entertainment, Art & Sports Law Sections
 - Dallas Regional Chamber, Young Professionals
-

SELECTED CLIENT REPRESENTATIONS

- Spent several months as acting product counsel supporting an entertainment device team for a leading global technology company and internet retailer.
 - *Mattress Firm, Inc. v. Redacted for Privacy* (Iceland), FA2203001989499 (Nat. Arb. Forum April 22, 2022) – Successfully represented Mattress Firm in recovering disputed domain name mattressfirm.us.com via rarely-utilized CentralNic Dispute Resolution Policy (CDRP).
-

AWARDS AND RECOGNITIONS

- Accepted into the Leadership Arts Institute Class of 2024-2025, Business Council for the Arts