

Dyan Finguerra-DuCharme

Partner



New York, NY



dfinguerra-ducharme@pryorcashman.com



212.326.0443



Dyan Finguerra-DuCharme isn't just the Co-Chair of Pryor Cashman's Intellectual Property Group—she's the go-to powerhouse trusted by AI disruptors, Fortune 100 titans, and industry icons across fashion, entertainment, and tech. As a driving force in the firm's IP, Fashion, Litigation, and Media + Entertainment Groups, Dyan delivers bold, results-driven counsel that turns complex trademark and copyright disputes into decisive victories.

With 30 years leading the charge in trademark law, Dyan is a standout among America's top IP attorneys, relied on by global brands and innovators for her relentless advocacy. Her expertise spans trademark, trade dress, false advertising, and copyright cases, making her the strategic partner for brands in cosmetics, luxury goods, e-commerce, financial services, and beyond. She's earned elite recognition from *Chambers*, *Forbes*, *Legal 500*, *World Trademark Review*, and many others—solidifying her status as the attorney competitors hope you don't hire.

High-Octane IP Battles

Dyan's litigation skills shine in federal and state courts, and she's a force at the Trademark Trial and Appeal Board (TTAB), where her early wins and knockout dismissals set the gold standard. Her client wins read like a who's who of industry heavyweights: from securing game-changing settlements for Drive Devilbiss Healthcare, TraxNYC, Honda, Richemont, L'Oréal, and world-famous entertainers like Jay-Z, Lady Gaga, Pharrell Williams, and DJ Khaled, to landmark victories for luxury leaders and innovative startups. Whether it's defending iconic trademarks or shutting down copycats, Dyan consistently delivers exceptional results and headline-worthy outcomes.

Dyan's impressive track record of IP victories and outstanding representation for her clients includes:

- Drive Devilbiss Healthcare in a federal trademark litigation; securing summary judgment on the affirmative trademark infringement claim and the defendant's counterclaims. The case ultimately settled with Drive securing generous monetary relief, a permanent injunction and cancellation of defendant's MEDAIR trademark registration. The decision includes direct quotes from Dyan's oral argument.
- Jeweler TraxNYC in a name image and likeness and trademark infringement dispute asserted by 50 Cent. The matter quickly settled on amicable terms.
- Artist Brooke Comegys, whose trademark application for the TITTY MONSTER mark was opposed by Monster Energy Co.; pro bono representation resulted in Monster withdrawing its opposition with prejudice.
- Honda Motor Co. Ltd. and its famous Acura brand in the management of its U.S. trademark portfolio, including providing advice concerning trademark availability, copyright, advertising and commercial

translations Dyan is lead trial attorney on numerous oppositions before the Trademark Trial and Appeal Board enforcing HONDA and ACURA's rights.

- Richemont, a Swiss luxury goods brand that crafts and sells jewelry, watches, leather goods, clothing, accessories, and more, in connection with the management of its U.S. trademark portfolio, including providing advice concerning trademark availability, copyright, advertising, and commercial transactions. Dyan is lead trial attorney on numerous oppositions before the Trademark Trial and Appeal Board enforcing Richemont's rights. Among the Richemont brands that we have advised since 2008 are: A. Lange & Söhne, Alaïa, AZ Factory, Baume & Mercier, Buccellati, Cartier, Chloé, G-Fore, IWC, Jaeger-LeCoultre, Montblanc, Panerai, Peter Millar, Piaget, Roger Dubuis, Vacheron Constantin Van Cleef & Arpels and Vhernier.
- L'Oréal in the management of its U.S. trademark portfolio, as well as clearance work, for its famous brands including: Aesop, Atelier Cologne, Azzaro, CeraVe, Clarisonic, Decleor, Dessange, Dr.G, Essie, Garnier, IT Cosmetics, Kérastase, Kiehl's, La Roche-Posay, Lancôme, L'Oréal Paris, L'Oréal Professional, Maison Margiela, Matrix, Maybelline, Mixa, Mugler, NYX Professional Makeup, Prada, Pulp Riot, Pureology, Ralph Lauren, Redken, Roger & Gallet, Shu Uemura, Skinceuticals, Stylenanda, Takami, Urban Decay, Valentino, Vichy, Victor & Rolf and Yves Saint Laurent. L'Oréal's U.S. trademark portfolio currently consists of over 1,400 marks.
- A global entertainment and education company in claims of copyright and trademark infringement regarding one of the most popular children's songs of the last 20 years.
- Bare Meats Inc. in a trademark infringement litigation concerning use of the famous BELLUCCI'S PIZZERIA mark; this litigation received significant unsolicited media attention.
- Future in a trademark infringement claim concerning the HIGH OFF LIFE album.
- Greenlane Holdings Inc. in a counterfeit lawsuit brought by UL LLC; following UL's settlements with the manufacturers, Greenlane thwarted UL's attempt to resurrect individual claims against Greenlane by obtaining a dismissal of the entire litigation.
- World Trade Resource in a copyright infringement litigation and obtaining a favorable settlement in a counterclaim for copyright infringement and defamation.
- DJ Khaled and Asahd Tuck Khaled in a trademark infringement litigation to enforce their rights in the ASAHD and WE THE BEST trademarks, stepping in as new counsel and promptly securing a favorable settlement for our clients.
- Shawn Carter (p/k/a Jay Z) in a trademark, trade dress, and right of publicity litigation concerning the use of the HOV mark in connection with a tequila presented in packaging confusingly similar to Jay-Z's ACE OF SPADES Champagne.
- Gerald Celente, a world-renowned trends forecaster, in obtaining preliminary and permanent injunctions in a highly publicized case that stopped defendants Google, Inc. and David Chekroun from operating more than 100 blogs that infringed the CELENTE trademark and Mr. Celente's right of publicity.
- Pharrell Williams in a federal litigation and TTAB proceeding brought by William Adams (p/k/a WILL.I.AM) concerning Pharrell's use of the I AM OTHER trademark; we achieved the dismissal of all claims with prejudice.
- Stefani Germanotta (p/k/a Lady Gaga) in various TTAB oppositions, through trial and at summary judgment precluding the registration of confusingly similar marks including BABY GAGA, GAGA JEANS, and PET GAGA.
- Tidal Music AS in several proceedings before the TTAB that precluded the registration of confusingly similar marks including #TIDALTUESDAY and TIDAL FORCE.
- Numerous luxury clients in enforcing copyright and trade dress rights for iconic items of fashion, including Chloé, Alaïa, AZ Factory, and Jimmy Choo.
- sbe Entertainment in several federal litigations to enforce its famous marks including obtaining permanent injunctions that preclude the use of MONDRIAN, HYDE BREWING, and HYDE & VYNE, and successfully settling dozens of other matters without the need for litigation.
- Narrative Capital Partners LLC in a trademark opposition proceeding, securing a favorable settlement for the client that included the abandonment of use of the NARRATIVE CAPITAL mark by a competitor.
- Cetera Financial Holdings Inc. in trademark opposition proceedings precluding registration of marks confusingly similar to CETERA including CENTENA as well as UDRP proceedings.

Global Trademark Protection

Beyond the courtroom, Dyan orchestrates global trademark strategies and portfolio management for renowned brands ensuring their marks remain dominant around the world. Her approach combines sharp legal acumen with practical business insight, keeping clients' IP assets protected and primed for growth.

Dyan manages large-scale trademark vigilance programs, prosecutes trademarks on a global basis, advises on the availability of trademarks in the U.S., and provides overall trademark portfolio management for clients including:

Richemont International for brands including Alaïa, A. Lange et Sohn, Baume & Mercier, Cartier, Chloé, Dunhill, IWC, Jaeger-LeCoultre, Montblanc, Panerai, Piaget, Roger Dubuis, Vacheron Constantin, and Van Cleef & Arpels.

L'Oréal for brands including Aesop, Atelier Cologne, CerVe, Clarisonic, Decléor, Dessange, Essie, Garnier, House 99, IT Cosmetics, Kerastase, Kiehl's, La Roche-Posay, Lancôme, L'Oréal Paris, Matrix, Maybelline, NYX Professional Makeup, Prada, Pulp Riot, Pureology, Redken, Roger & Gallet, Shu Uemura, Skinceuticals, Urban Decay, Valentino, Vichy, Victor & Rolf, and Yves Saint Laurent.

Changing the IP Game

A recognized leader in the IP field, Dyan's influence extends to the U.S. Supreme Court, where she's the attorney of record on major amicus briefs for the New York Intellectual Property Law Association. She's racked up prestigious honors—including recognition by *Chambers USA* in IP for the past five years, selection by *Forbes* for two consecutive years as a Top 200 Lawyer, and annual recognition since 2012 by *World Trademark Review's* "Leading Trademark Lawyer." She has also earned *Managing IP's* U.S. Practitioner of the Year, and *Lexology's* Client Choice Award—while clients rave about her transparency, strategic vision, and unwavering commitment to their success.

Services

- Trademark
- Copyright
- Intellectual Property
- Litigation
- Fashion
- Financial Services
- Hotel + Hospitality
- Cannabis

Education

- Brooklyn Law School (J.D., 1996)
- Hamilton College (B.A., 1992)

Recognition

- Recognized as a "Leading Trademark Lawyer" by *World Trademark Review's WTR 1000*, receiving Gold rankings in the Individual categories of Prosecution and Strategy and Enforcement and Litigation (2012–2025)
- Recognized by *Chambers USA* as a top attorney in Intellectual Property: Trademark, Copyright, and Trade Secrets (2021-25)
- Named a a New York City Elite Lawyer in Intellectual Property by *The Legal 500* (2026)
- Named one of *Lawdragon* 500 Leading Global IP Lawyers for IP, Litigation – Fashion, Trademark (2025)
- Named one of *Lawdragon* 500 Leading Global Entertainment, Sports & Media Lawyers for IP, Litigation - Media, Entertainment, Fashion (2025)
- Named to the Top 200 Lawyers list by *Forbes* (2024-25)

- Named U.S. Practitioner of the Year in Trademark Prosecution (2024), to the Top 250 Women in IP list (2023-25), and an IP Star (2022-25) by *Managing IP*
- Named the Brooklyn Law School Fashion Law Society Alumni of the Year (2024)
- Recognized as a top attorney in Litigation – Intellectual Property by *Best Lawyers in America* (2023-26)
- Recognized as a “Recommended” lawyer (2023), a “WIPR Leader” (2024), and among the Diversity Top 100 (2024) by *World Intellectual Property Review*
- Recognized as a “Recommended” lawyer in IP – Copyright by *Who’s Who Legal* (2023-24)
- Named to the *Crain’s New York Business* Notable Women in Law list (2023)
- Named to the Top 50 US Trademark Attorneys list by *Huski.ai* (2023-24)
- Named the Intellectual Property Law Association (IPLA) Alumni of the Year by Brooklyn Law School (2022)
- Named a Top Trademark Attorney by *Patexia* (2021-24)
- Named to the *Super Lawyers – New York Metro* list in intellectual property litigation (2007, 2012-25); Top 50 Women (2023-25); and Top 100 Lawyers (2025)
- Named a leading attorney in Trademark: Non-Contentious (2020-21) by *The Legal 500*
- Honored by Parent Resource Center of Port Washington for pro bono legal service (2020, 2012)
- Named to the May W. Newburger Women’s Roll of Honor for pro bono work (2019)
- Named a Client Choice Award winner in the Intellectual Property: Trademarks category by *Lexology and International Law Office* (ILO) (2016)

Community

- Pro Bono Legal Counsel, Parent Resource Center of Port Washington
- Pro Bono Legal Counsel, Residents Forward

Admissions

- New York

Professional Affiliations

- New York County Lawyers’ Association (NYCLA), Member of Board of Directors, Co-Chair Committee on Committees; Director of the Association, Class of 2026; Co-Chair of Women in the Law Committee
- New York Intellectual Property Law Association (NYIPLA), Co-Chair of Fashion Law Committee (2023); Member of Board of Directors (2018 - 2020); Secretary, (2019 - 2020); Co-Chair of Trademark Committee (2014-2018)
- New York City Bar Association (NYCBA), Chair of the Women in IP Subcommittee (2010 - 2015)

Activities + Interests

- Women’s self-defense instructor, runner, and mother of three, Dyan was featured in a chapter entitled “Big Apple Mom” in *Legally Mom*, a book that recounts the legal career paths of successful women.

Clerkships

- The Hon. John Lynn Caden, U.S. District Court for the Eastern District of New York (1997-98)

Publications

February 3, 2026

Sammataro Quoted on the Dismissal of the ‘Breezy Bowl’ Trademark Dispute Against Chris Brown & Live Nation

Billboard

October 27, 2025

When Does ‘Inspiration’ Cross the Line to Infringement

New York Law Journal

January 8, 2025

Finguerra-DuCharme Discusses the Walmart “Birkin” on Nightline

ABC News’ Nightline

January 6, 2025

Top Trademark Cases in 2024 and What to Watch in 2025

IP Watchdog

December 11, 2024

Significant Upcoming Changes to USPTO Trademark Fees

November 21, 2024

Penn State/Vintage Brand Jury Verdict Confirms “Association” Is Covered Protection Under Lanham Act

August 28, 2024

Finguerra-DuCharme and Sawaya Author Article on AI in the Fashion Industry

New York Law Journal

August 22, 2024

Finguerra-DuCharme Comments on the Evolution of the Metaverse

Managing IP

July 1, 2024

SCOTUS Punts Questions About Speech on Social Media

June 24, 2024

Finguerra-DuCharme Discusses SCOTUS ‘Trump Too Small’ Decision

Bloomberg Law

June 21, 2024

Finguerra-DuCharme, Pulman, and Sawaya Write About Morals Clauses and AI Deepfakes

Law360

May 28, 2024

Artificial Misconduct: Morals Clauses in the Age of AI

May 10, 2024

Finguerra-DuCharme Q&A: How I Made Practice Group Chair

Law.com

April 25, 2024

Finguerra-DuCharme and Garber Write About Key Fashion Trademark Cases

World IP Review

March 22, 2024

Social Media Account Ownership: When a Business Relationship Breaks Down, Who Gets the Accounts?

New York Law Journal

January 9, 2024

Farkas and Finguerra-DuCharme Discuss Practice Co-Chair Promotions

Law360

December 8, 2023

Finguerra-DuCharme Discusses Trademark Examination Delay Issues

Managing IP

November 28, 2023

Finguerra-DuCharme and Chandler Write About the Impact of IP on Fonts

Law360

November 22, 2023

Finguerra-DuCharme on What To Be Thankful for in IP 2023

IPWatchdog

October 26, 2023

Finguerra-DuCharme Discusses Shein Copyright Suit on Nightline

Impact x Nightline

October 6, 2023

Finguerra-DuCharme on Developing Trademark Clients at Conferences

Managing IP

July 11, 2023

Finguerra-DuCharme and Saady Write About SCOTUS Lanham Act Ruling

The National Law Journal

June 29, 2023

SCOTUS Issues Key Decision on Territorial Reach of Lanham Act

June 8, 2023

Jack Daniels' SCOTUS Win for Brands: Product Names Are Not Shielded From Infringement Claims

June 2, 2023

NFTs and Blockchain-Enabled Goods Are Not Above the Law

New York Law Journal

May 10, 2023

Finguerra-DuCharme Comments on TTAB 'Rapunzel' Trademark Ruling

Law360

April 17, 2023

Finguerra-DuCharme Discusses Implications of Apple Music Trademark Ruling

Bloomberg Law

April 7, 2023

Finguerra-DuCharme Comments on Apple Music Trademark Ruling

Law360

March 23, 2023

SCOTUS to Address Product Parody Standards in Jack Daniel's Properties, Inc. v. VIP Products LLC

March 17, 2023

Copyright Office Issues Guidance on Copyrightability of AI-Generated Content

February 23, 2023

Finguerra-DuCharme Comments on USPTO Trademark Ruling

Law360

February 8, 2023

MetaBirkins NFT Trademark Verdict: What Next?

January 30, 2023

NFTs, Trademarks, and the First Amendment: A Primer on Hermès International v. Rothschild

January 10, 2023

The INFORM Act – A New Tool to Combat Online Counterfeits

December 21, 2022

Finguerra-DuCharme and Thomashower Discuss Monster Energy Co. Trademark Case
Bloomberg Law

December 14, 2022

Finguerra-DuCharme Explains History of Trademark Dilution
Bloomberg Law

October 15, 2022

Finguerra-DuCharme Comments on Crumbl Cookies Trademark Claim
CNBC's The News With Shepard Smith

September 21, 2022

Finguerra-Ducharme Smashes 'She-Hulk' Trademark Quiz
Law360

August 19, 2022

Social Media Use May Subject Foreign Entities and Individuals to US Jurisdiction
Law360

August 2, 2022

Finguerra-DuCharme on the Evolving World of IP Rights in the Metaverse
New York Law Journal

June 24, 2022

Johnson, Finguerra-DuCharme, and Goldwasser on "Cannabis Brand Protection"
Bloomberg Law

November 29, 2021

Implementing the Trademark Modernization Act: New USPTO Regulations

October 4, 2021

TTAB Declares that Reckless Disregard For The Truth = Fraud

August 26, 2021

Circuit to Warhol Estate: Google v. Oracle Does Not Dictate A Different Result

June 8, 2021

Do Your Due Diligence Before Participating in an NFT Transaction
Published in IPWatchdog

November 17, 2020

New Fees Implemented by the USPTO and TTAB

September 16, 2020

Harmless Sharing or Copyright Infringement?
Published in Women's Wear Daily

April 29, 2020

USPTO Further Extends Certain Response Deadlines (Update)

April 1, 2020

U.S. Patent and Trademark Office Extends Certain Response Deadlines

February 11, 2020

Significant Changes to USPTO Trademark Filings Impact Privacy and Other Trademark Developments

March 11, 2019

Pryor Cashman, NYIPLA Argue Bar Against “Scandalous” and “Immoral” Trademarks Violates First Amendment

October 25, 2018

Protecting the Intellectual Property of Jewelry Designs

March 14, 2018

Finguerra-DuCharme Explains How to Deliver a Successful Oral Argument

April 5, 2017

Finguerra-DuCharme Details Best Practices for Registering and Policing Trademarks

March 22, 2017

SCOTUS Settles Scope of Copyright Protection for “Useful Articles” in Star Athletica

January 12, 2017

New Fees and Rules Implemented by the USPTO and TTAB

May 6, 2016

Finguerra-DuCharme Authors Trademark Infringement White Paper

August 8, 2014

An Underused Way to Resolve Trademark Disputes

February 25, 2014

IP: The effectiveness of trademark survey evidence in administrative proceedings

January 14, 2014

IP: 5 Noteworthy Trademark Developments from 2013