

# Mallory Chandler

Associate



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Mallory Chandler is a member of Pryor Cashman's Intellectual Property and Litigation Groups. She represents clients within the fashion, cosmetics, video game, music, art, technology and hospitality industries where she litigates trademark, copyright and unfair competition cases in federal courts and before administrative agencies and foreign tribunals.

Mallory engages in large-scale trademark vigilance programs, prosecutes trademarks globally and advises on the availability of trademarks in the U.S., counseling clients on growth branding, monetization strategies and IP portfolio management. Mallory has litigated trademark and copyright cases in federal courts and actively pursues and defends contested matters before the Trademark Trial and Appeal Board (TTAB), where she has obtained dozens of wins for clients.

Some of Mallory's notable representations include:

- **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.
- **Honda Motor Co. Ltd.** in various TTAB matters as well as general IP portfolio management;
- Stefani Germanotta (p/k/a **Lady Gaga**) in various TTAB oppositions;
- **Richemont** in dozens of proceedings before the TTAB to protect its famous brand names and clear new marks for use;
- Delta Galil, which owns the famous brands **Seven for All Mankind** and **Bare Necessities**, in several TTAB oppositions;
- **L'Oréal** in dozens of proceedings before the TTAB to protect its various brand names;
- Numerous luxury clients in enforcing copyright and trade dress rights for iconic items of fashion, including **Chloé, Alaïa, Jimmy Choo** and **Naghedi**;
- **Spray Moret LLC** in numerous proceedings before the TTAB and federal court to protect its famous SPRAYGROUND mark and brand;
- **sbe Entertainment** and **Accor** in several TTAB proceedings to enforce its famous marks and successfully settling dozens of other matters without the need for litigation;
- **Cetera Financial Holdings Inc.** in trademark opposition proceedings precluding registration of marks confusingly similar to CETERA;
- 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.

## Pro Bono Work

Committed to pro bono work, Mallory has worked with Her Justice to represent women in matters related to child custody and child support; in 2023, she received the “Commitment to Justice Award” for her work with the organization. Mallory also works with Volunteer Lawyers for the Arts, where she counsels clients in the art and entertainment industry who are in need of legal advice.

## Services

- Litigation
- Intellectual Property
- Trademark
- Copyright
- Insurance Recovery + Counseling
- Data Privacy + Cybersecurity

## Education

- Fordham University School of Law (J.D., 2019)
- The University of New Hampshire (B.A., *magna cum laude*, 2012)

## Recognition

- Named to the *Super Lawyers – New York Metro* “Rising Stars” list for Intellectual Property Litigation (2024) and Family Law (2025).
- “Commitment to Justice Award,” Her Justice (2023)

## Admissions

- New York, 2020
- U.S. District Courts for the Southern and Eastern Districts of New York, 2020

## Publications

January 6, 2025

**Top Trademark Cases in 2024 and What to Watch in 2025**

*IP Watchdog*

November 21, 2024

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

November 28, 2023

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

*Law360*

June 8, 2023

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

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**

June 8, 2021

**Do Your Due Diligence Before Participating in an NFT Transaction**

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