



→ Gazal Pour-Moezzi

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Gazal Pour-Moezzi is a partner in the Intellectual Property Practice Group in the firm's Orange County office.

Areas of Practice

Gazal works with clients to develop, protect and enforce brands. She advises some of the world's leading brands on trademark acquisition, protection and enforcement in the U.S. and abroad. She manages worldwide trademark portfolios and strategizes with clients regarding how best to establish and grow their portfolios.

Gazal also has a robust litigation practice, litigating trademark infringement, false advertising, and unfair competition claims under the Lanham Act and state laws. Gazal's notable successes include a unanimous decision from the U.S. Supreme Court in the trademark infringement case, *Hana Financial, Inc. v. Hana Bank*, 574 U.S. 418 (2015). Gazal also has obtained significant monetary awards on behalf of her clients, including trebled damages and recovery of attorneys' fees under the Lanham Act's "exceptional" standard.

In addition to federal litigation, Gazal also prosecutes and defends trademarks before the U.S. Patent & Trademark Office and the Trademark Trial and Appeal Board, and arbitrates domestic and international Internet domain name disputes.

In addition to trademark law, Gazal counsels clients on copyright law as well as transactional matters, including the negotiation and preparation of intellectual property ownership and licensing agreements.

Honors

Southern California Rising Star, *Super Lawyers*, 2018-2022

Articles

Entertainment Law Blog Posts

- "Trademark Modernization Act Strengthens Rights of Brand Owners," February 22, 2021

Intellectual Property Law Blog Posts

- "Divided 9th Circuit Says District Court Has Power to Adjudicate TM Applications," April 19, 2024
- "Second Circuit Finds Art Collective Can't Use First Amendment to Skate Out of Injunction," December 7, 2023

- "Trademark Modernization Act Strengthens Rights of Trademark Owners," February 2, 2021
- "Supreme Court Update – *Hana Financial v. Hana Bank*," February 4, 2015

Trade Secrets Law Blog Posts

- "Federal Circuit Deems Algorithm Potentially Valid Trade Secret Notwithstanding Prior Publication," February 28, 2022
- "A 'Culture Of Concealment' – Scrutinizing Overbroad NDAs," February 12, 2021

Media Mentions

Sheppard Mullin Names 10 Partners In Calif., New York
Law360, 03.03.2023

Food & Beverage Cases To Watch In 2023
Law360, 01.02.2023

Sheppard Mullin Team Argues U.S. Supreme Court Trademark Case for Hana Bank
12.03.2014

Events

6th Annual All Day MCLE La-LAW-palooza
Staying Ahead of the Curve: Best Practices for Online and AI-Based Advertising in a Changing Legal Landscape
Rancho Bernardo Inn, San Diego, CA, 04.19.2024

IP Issues in Social Media Marketing – Recent Case Law and Practical Guidance
Webinar, 03.16.2023

Memberships

Articles Editor, *Hastings Law Journal*, 2011-2012
Editor, *Hastings Law Journal*, 2010-2011

Podcasts & Webinars

IP Issues in Social Media Marketing – Recent Case Law and Practical Guidance
03.16.2023

Practices

Intellectual Property
False Advertising, Lanham Act and Unfair Competition
Trade Secrets

Trademarks and Trade Dress

Copyrights

Patent Litigation

Litigation

Industries

Food and Beverage

Education

J.D., University of California, Hastings College of the Law, 2012, *cum laude*

B.A., University of California, San Diego, 2007

Clerkships

Extern to the Honorable Donna M. Ryu, United States District Court, Northern District of California

Admissions

California

U.S. District Court for the Central and Southern Districts of California

U.S. Supreme Court

Languages

Farsi (Persian)