

# Cathy Dahl

## Partner

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Cathy Dahl helps brand owners select, register, enforce, and expand their trademark and copyright rights worldwide so they can build stronger, better-protected businesses.

That practical, business-first orientation is what has drawn clients to Cathy for more than 30 years — and what keeps them coming back. Cathy is a partner in Dorsey & Whitney's Trademark, Copyright + Advertising practice, advising companies across banking and finance, cybersecurity and AI platform products, consumer goods, beauty and personal care, food and beverage, energy and natural resources, entertainment, professional sports, and medical/healthcare on the full lifecycle of intellectual property protection.

What sets Cathy apart is the depth and range of her trademark clearance and prosecution experience and knowledge. She has completed thousands of trademark clearance searches — including high-stakes naming projects for a professional sports team — and regularly navigates complex office actions before the United States Patent and Trademark Office (USPTO). She structures global trademark portfolios for both large and small brand owners, collaborating closely with international counsel to align protection strategies with business objectives across dozens of jurisdictions.

Cathy also negotiates the agreements that make brand relationships work: trademark licenses, coexistence agreements, and settlement agreements that give clients durable, enforceable rights rather than temporary fixes. On the enforcement side, she pursues domain name disputes through Uniform Domain Name Dispute Resolution Policy (UDRP) proceedings, issues takedown notices under the Digital Millennium Copyright Act (DMCA), and addresses cybersquatting and cyberpiracy threats that can erode brand equity overnight.

Her advertising and marketing review work adds another layer of value: Cathy evaluates product packaging, print, and digital advertising materials to ensure claims are fair, substantiated, and defensible — a discipline that sits at the intersection of trademark,

## Education

- The George Washington University Law School (J.D., 2006)
- St. Olaf College (B.A., 1993)

## Bar Admissions

- Minnesota

copyright, and consumer protection law. She also identifies and secures registered copyright protection for clients and brings significant experience to intellectual property due diligence in mergers and acquisitions, researching IP assets and perfecting ownership transfers in transactional contexts.

Cathy is a regular contributor to Dorsey's IP blog, [TheTMCA.com](https://www.thetmca.com), where she writes on developments in trademark, copyright, and advertising law. She has been recognized as an MSBA North Star Lawyer and is an active member of the International Trademark Association (INTA) Law Firm Committee, currently serving on the 2026–2027 term, and holds roles on multiple committees of the Association of National Advertisers (ANA), including the Legal Affairs, Brand Purpose, and LGBTQ+ Inclusive Marketing Committees.

## Select Experience

### Trademark Clearance & Naming

- Co-led high-stakes trademark clearance and naming project for a professional sports team, completing thousands of searches to identify and secure protectable brand rights on a global basis.
- Completed thousands of domestic and international trademark clearance searches and availability opinions across banking and finance, consumer goods, beauty and personal care, food and beverage, energy, entertainment, and healthcare industries.

### Global Trademark Prosecution & Portfolio Management

- Advised on global rebranding initiatives, coordinating with international trademark counsel across multiple jurisdictions to align portfolio strategy with client business objectives.
- Managed global and domestic trademark prosecution and maintenance for large and small brand portfolios, including overcoming office actions issued by the USPTO.

## Accolades

- Dorsey & Whitney – Scales of Justice Team Award (Arizona Justice Project Case Review Team), 2025
- Contributed more than 50 Diversity & Inclusion hours, 2024
- MSBA North Star Lawyer, 2016-2020

## Charitable & Civic Involvement

- Board Director, CROSS Services (Food Security and Family Services)

## Professional Affiliations

- Member, International Trademark Association - Law Firm Committee (2024-2025 and 2026-2027 Terms) (Project Lead for Career Pathways Team)
- Member, Association of National Advertisers
  - Legal Affairs Committee
  - Brand Purpose Committee

- LGBTQ+ Inclusive Marketing Committee