

Evan Everist

Partner

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Evan Everist defends and develops trademark and copyright portfolios for brands ranging from multinational food and beverage companies to world-famous musicians, so they can compete confidently in U.S. and international markets.

Evan brings a full-lifecycle approach to intellectual property protection, advising clients on every stage of trademark and copyright strategy — from clearance and prosecution through enforcement and litigation. His clients include multinational food and beverage companies managing large international trademark portfolios, technology companies, professional athletes, international musical acts, digital art creators, non-profit organizations, toy manufactures, fashion companies, and startups.

Evan's trademark practice covers clearance, prosecution, and maintenance of U.S. and international portfolios, trade dress and product configuration, trademark dilution, priority disputes, abandonment, genericness claims, and proceedings before the Trademark Trial and Appeal Board (TTAB). On the copyright side, he counsels clients on registration, licensing, work-made-for-hire arrangements, and enforcement — including filing and responding to takedowns under the Digital Millennium Copyright Act (DMCA) across platforms such as Amazon, Alibaba, eBay, Etsy, Facebook, Instagram, TikTok, and Walmart.

Evan also advises clients at the intersection of intellectual property and emerging technology, including artificial intelligence (AI) copyright ownership and infringement issues, licensing content to AI platforms, , cryptocurrency, and domain name disputes under the Uniform Domain-Name Dispute-Resolution Policy (UDRP). He has developed strategies to combat hotel and event fraud by bad actors who target attendees of large conferences.

His entertainment law practice includes advising record labels and world-famous musicians on IP registration and licensing, navigating performing-rights organizations

Education

- University of St. Thomas School of Law (J.D.)
 - *summa cum laude*
- University of Minnesota, Twin Cities (M.M., Classical Guitar Performance)
- Gonzaga University (B.A.)
 - *cum laude*

Bar Admissions

- Minnesota

such as BMI, ASCAP, and SESAC, negotiating publishing and recording contracts, representing musicians in royalties disputes, and negotiating name, image, and likeness (NIL) merchandising deals for professional athletes and their estates. Evan also counsels cannabis companies on brand protection, including federal, state, and international trademark prosecution strategies and intellectual property due diligence for mergers, acquisitions, and initial public offerings (IPOs).

Evan is a co-manager of TheTMCA.com, Dorsey's IP blog covering legal developments in trademarks, copyrights, and advertising.

Prior to joining Dorsey & Whitney, Evan clerked for Judge Matthew E. Johnson at the Minnesota Court of Appeals.

Select Experience

Emerging Technology & Digital Assets

- Represented seller in the sale of one of the most popular user-created islands in Fortnite to a large video game developer headquartered in Europe, addressing novel intellectual property issues in the online multiplayer gaming sector.
- Counseled clients on artificial intelligence (AI) copyright ownership and infringement issues, including content licenses with AI platforms, drafting AI policies, evaluating federal complaints regarding AI-generated content, and filing removal requests with AI platforms such as OpenAI.
- Advised clients on intellectual property issues relating to non-fungible tokens (NFTs) and cryptocurrency, including matters related to infringing meme coins.
- Advised clients on domain name cybersquatters using trademarks and personal names, and filed domain name disputes under the Uniform Domain-Name Dispute-Resolution Policy (UDRP) and related policies. Devised and implemented strategies to combat hotel and event fraud by bad actors attempting to defraud attendees of large conferences and events requiring hotel bookings.

Professional Affiliations

- International Trademark Association (INTA) – Member, Copyright Committee (2026 – Present)
- International Trademark Association (INTA) – Member, Brands and Innovation Committee (2023 – 2025)

Charitable & Civic Involvement

- Friends of the Minnesota Sinfonia – Board of Directors (2022 – Present)
- MacPhail Center for Music – Secretary, Board of Directors (2023 – Present)

Court Admissions

- U.S. District Court for the District of Minnesota

Clerkships

- Minnesota Court of Appeals, Honorable Matthew E. Johnson, 2013–2014

Accolades

- *IAM/WTR Copyright 1000*, "World's Leading Copyright Professionals," 2026
 - *World Trademark Review 1000*, "World's Leading Trademark Professionals," Leading Practitioner, 2023-2026
 - *Managing Intellectual Property IP Stars*, Notable Practitioner, 2025
 - *Best Lawyers® Ones to Watch in America*, 2021-2025
 - Intellectual Property Law
 - Banking and Finance Law
 - *Managing Intellectual Property Handbook*, "IP Star", 2024
 - *Minnesota Monthly*, "Top Lawyers in Minnesota," Copyright Law, 2024
 - *Managing Intellectual Property IP Stars*, Rising Star in Minnesota and Nationally, 2019-2023
 - MSBA North Star Lawyer, 2014-2020, 2023
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Blog: The TMCA

May 27, 2025

INTA in Sunny San Diego: A Quick Wrap-Up

February 26, 2025

SCOTUS Holds Affiliate Profits Not Available Under One Lanham Act Provision, But Leaves Door Open for Other Theories

December 23, 2024

Get Ready: USPTO Trademark Fees Increase January 18, 2025

June 29, 2023

Extraterritoriality of the Lanham Act: Fearsome Watchdog or Muzzled Chihuahua?

June 9, 2023

Supreme Court's Jack Daniel's Decision Clarifies That Traditional Trademark Use "Does Not Receive Special First Amendment Protection," Even When it Has Expressive Message

January 9, 2023

So, Nine Justices Walk into a Bar... SCOTUS to Consider Role of Humor in Infringement and Dilution Claims

July 11, 2022

AI Artwork: Worth a Thousand Words, but Zero Copyright Protection?

December 17, 2021

Final Rules for Trademark Modernization Act in Effect This Weekend – New Nonuse Procedures Available and Shortened Office Action Deadlines on the Horizon

July 19, 2021

It's a Hard Knock Life for Damon Dash's Planned NFT Sale

March 17, 2021

FTC Finalizes Deals with Six CBD Companies

December 31, 2020

Fair Use Mashup Theory Ga-Fluppted by Ninth Circuit

November 18, 2020

#AdLaw - A Quick Wrap-Up From The 2020 ANA/BAA Marketing Law Conference

October 27, 2020

TTAB Weighs in on Registrability of CBD Trademarks

February 21, 2020

Court Trims Cannabis Company's Prior Use Defense Based on Preemption by Federal Trademark Law

January 9, 2020

Dispute Over KIVA Trademark Continues to Smolder

Insights

February 26, 2025

Evan Everist Weighs In on Supreme Court's Reversal of Fourth Circuit Ruling in Dewberry Case

January 1, 2025

Evan Everist Comments on OpenAI Failure to Provide Opt-out Tool

December 11, 2024

Evan Everist Comments on Dewberry Oral Arguments

December 11, 2024

Dorsey Partner Evan Everist Shares Insight into the Intersection of AI and Game Content

October 17, 2024

Evan Everist Shares Insight into IP Rights Behind Viral Phrases

August 20, 2024

Partner Evan Everist Comments on U.S. Copyright Office's Warning About Digital Replicas

June 24, 2024

Partner Evan Everist Shares Insights on Recent Supreme Court Decision Regarding Real Estate Company's Trademark Petition

June 8, 2023

Supreme Court's Jack Daniel's Decision Clarifies that Traditional Trademark Use "Does Not Receive Special First Amendment Protection," Even When it Has Expressive Message

January 13, 2023

Dorsey Partner Evan Everist Discusses Copyrighting AI-Generated Art