

Julia Lisi

Associate

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Julia Lisi helps brand owners and content creators register, enforce, and monetize their trademarks and copyrights across U.S. and international markets so they can build and protect what makes them distinctive.

Julia brings a practical, client-centered approach to intellectual property (IP) law, advising businesses of all sizes on the full lifecycle of trademark and copyright protection. Her clients span pharmaceuticals, gaming, food and beverage, consumer products, hospitality, educational testing, healthcare, and professional services — and she tailors her strategies to the specific risks and opportunities each industry presents.

On the trademark side, Julia counsels clients on clearance, registration, and global enforcement. She designs and coordinates enforcement strategies, negotiates settlement and coexistence agreements, and represents clients in proceedings before the U.S. Patent and Trademark Office's (USPTO) Trademark Trial and Appeal Board (TTAB). She also helps clients combat online infringement through takedown requests, Uniform Domain-Name Dispute-Resolution Policy (UDRP) complaints, and defensive registrations with the Trademark Clearinghouse (TMCH).

For copyright matters, Julia advises on registration with the U.S. Copyright Office, rights clearance, and online enforcement under the Digital Millennium Copyright Act (DMCA). She has submitted public comments to the U.S. Copyright Office advocating for reform in the secure test registration regime.

Julia also serves as an IP resource in transactional work, structuring and conducting IP due diligence and drafting and negotiating purchase, transition services, and license agreements — including for artificial intelligence (AI) platforms — in connection with strategic partnerships, mergers, acquisitions, divestitures, and secured financing transactions.

Julia is a contributor to Dorsey's IP blog, [TheTMCA.com](https://www.thetmca.com), covering legal developments in

Education

- University of Minnesota Law School (J.D., 2020)
 - *cum laude*
- Carleton College (B.A., 2016)
 - With Distinction

Bar Admissions

- Minnesota

trademarks, copyrights, and advertising.

Julia is a member of the International Trademark Association's Pro Bono Committee (2026–2027 Term).

Select Experience

- Advised a national medical specialty association on licensing peer-reviewed research and practice guidelines to a clinician-facing AI platform, including drafting and negotiating revisions to the content license.
- Guided a multi-state health system on brand expansion amid overlapping third-party rights by conducting a trademark landscape analysis, counseling through a TTAB concurrent use proceeding, and structuring risk-informed expansion strategies.
- Developed and executed a trademark registration strategy for a professional minor-league sports franchise by aligning filings with key revenue streams, performing clearance searches, negotiating consent agreements, and tailoring applications to overcome obstacles.
- Represented clients in opposition proceedings before the USPTO's Trademark Trial and Appeal Board (TTAB), protecting trademark rights against conflicting marks seeking registration.

Professional Affiliations

- Member, International Trademark Association – Pro Bono Committee (2026-2027 Term)

Accolades

- *Best Lawyers® Ones to Watch in America*, Intellectual Property Law, Minneapolis, 2026-2027
- Consistently providing pro bono legal assistance to those in need through Dorsey's Pro Bono program
- MSBA North Star Lawyer, 2023-2025
- Contributed more than 50 Diversity & Inclusion hours, 2022-2024
- Dorsey Pro Bono Scales of Justice, 2023

Insights

February 28, 2023

Dorsey Legal Arcade: Video Game Industry Legal Updates Volume 1, Issue 4

February 24, 2022

Dorsey Legal Arcade: Video Game Industry Legal Updates Volume 1, Issue 3

September 29, 2021

Dorsey Legal Arcade: Video Game Industry Legal Updates Volume 1, Issue 2

