DORSEY
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Lily Barash

Associate

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Lily Barash guides clients through every stage of brand protection, from initial clearance and registration to enforcement and portfolio management.

Lily advises clients on a broad range of trademark and brand protection matters, helping businesses develop, protect, and enforce their intellectual property rights in the United States and internationally.

Lily's practice encompasses trademark clearance and risk assessments, domestic and international trademark prosecution, portfolio management, and enforcement. She also assists clients with trademark disputes, including cease-and-desist matters, opposition proceedings before the Trademark Trial and Appeal Board, and responding to Office Actions issued by the U.S. Patent and Trademark Office.

Lily works closely with clients to develop thoughtful, business-oriented strategies tailored to their unique needs and objectives. Whether advising on the adoption of a new brand, navigating registration challenges, or addressing potential infringement, she focuses on providing practical, efficient solutions that protect her clients' brands and support their continued growth. Lily takes a collaborative approach to her practice, prioritizing an understanding of each client's business, anticipating potential challenges, and delivering strategic guidance that balances legal considerations with commercial realities.

Professional Affiliations

- International Trademark Association (INTA)
  - Current Committee: Unreal Campaign Committee 2026-2027
  - Past Committee: Academic Committee 2024-2025

Accolades

- International Trademark Association (INTA), Rising Star Award, 2024-2025

Education

- Benjamin N. Cardozo School of Law (J.D., 2025)
  - *Cardozo International & Comparative Law Review*
- University of Michigan (B.A., Political Science, 2020)
  - Minors, History and Environmental Studies

Bar Admissions

- New York
- Not admitted in Minnesota. Admitted in New York.