



Gavin Strube

Senior Counsel

Phone: (212) 524-5023

gavin.strube@gmlaw.com

1345 Avenue of the Americas, Suite 2200, New York, NY, 10105

Mr. Strube is a Senior Counsel in the Intellectual Property practice group at Greenspoon Marder, advising and assisting clients in worldwide intellectual property strategies and enforcement. Mr. Strube has experience prosecuting trademark applications before the U.S. Patent and Trademark Office and representing parties before the Trademark Trial and Appeal Board (TTAB), as well as providing guidance regarding effective branding strategies, trademark selection and clearance, and leveraging intellectual property assets through licensing and merchandising. He also has experience policing intellectual property infringements and engaging in effective anti-counterfeiting campaigns, employing strategies to achieve favorable resolutions.

Mr. Strube is an experienced litigator who represents clients across a multitude of industries and marketplace segments. His litigation practice encompasses a multitude of areas, as well as alternative dispute resolution and creative avenues toward achieving favorable outcomes for clients outside the courtroom.

Mr. Strube earned his bachelor's degree from the State University of New York, Empire State College before earning his J.D. at Elisabeth Haub School of Law at Pace University, where he graduated Summa Cum Laude. During his time in law school, he served as the Managing Editor for Pace Law Review and had a student note related to utilizing comic book movies to extend the copyright protections for the featured characters published in the Pace Intellectual Property, Sports and Entertainment Law Forum.

Court Admissions

- U.S. District Court for the Southern District of New York
- U.S. District Court for the Eastern District of New York

Bar Admissions

- New York

Education

- J.D., *summa cum laude*, Pace University School of Law, 2016
- B.A., SUNY Empire State College, Religious Studies, 2013

Practice Areas

- Intellectual Property
- Litigation

Recognitions

- *Super Lawyers Magazine*, "NY Metro Rising Stars," Intellectual Property, 2021-Present

Publications

- Author, "Don't mess with the mouse': Steamboat Willie, US copyright, and the public domain," *wipr*, January 23, 2024
- Copyrights, Trademarks, and a Certain Animated Mouse
- New Trademark Examination Guidelines Require Domicile Address – Even for Online Businesses

News

- Super Lawyers Recognizes Nine Greenspoon Marder Attorneys in New York Metro 2023 Edition