



Sharon Urias

Partner & Intellectual Property Practice Group Leader

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Sharon Urias is a partner and serves as the Intellectual Property Practice Group Leader at Greenspoon Marder LLP. Ms. Urias has been practicing for over twenty-eight years and regularly represents clients in intellectual property litigation involving trademarks, trade secrets, domain name disputes, patents, and copyrights. Ms. Urias also has extensive experience in commercial litigation defending clients before state and federal courts throughout the country. She has covered a broad range of industries and litigated a wide range of legal issues.

Prior to joining Greenspoon Marder, Ms. Urias ran her own firm for 11 years. Additionally, she has been a member of the Fee Arbitration Program of the State Bar of Arizona since 2008.

Court Admissions

- U.S. Court of Appeals, Ninth Circuit
- U.S. District Court, Central District of California
- U.S. District Court, Southern District of California
- U.S. District Court, Northern District of California
- U.S. District Court, District of Arizona
- U.S. District Court, District of Colorado
- U.S. District Court, Southern District of Texas

Bar Admissions

- Arizona
- California

Education

- J.D., Loyola Law School of Los Angeles, 1995
 - Loyola Law Review, Note and Comment Editor
- B.A., Tufts University, 1992

Other Languages

- Spanish

Practice Areas

- Intellectual Property
- Intellectual Property Litigation
- Litigation
- Internet and E-Commerce Law
- Cannabis
- Fashion, Luxury, and Beauty

Representative Experience

- Won motion for summary judgment on claims for trademark infringement, cybersquatting and reverse domain name hijacking, as well as award of attorneys' fees under the "exceptional case" provision of the Lanham Act.
- Obtained injunction for clients in connection with two hundred-million-dollar real estate project allowing for favorable settlement of trade secret action.
- Obtained defense verdict in ten-day jury trial in complex commercial real estate case and obtained significant attorneys' fee award on behalf of clients.
- Obtained reversal by the California Court of Appeal of a \$60.7 million judgment in a complicated medical malpractice case reported in the Daily Journal's Verdicts and Settlement section to be the second largest California jury verdict of the year 2000 and the only one overturned on appeal.
- Won motion for judgment on the pleadings on behalf of defendant manufacturer in class action filed on behalf of thousands of alleged class members.
- Successfully defended trademark infringement case brought by prominent local chef in Louisiana against food manufacturer client, winning key jurisdictional motions, which allowed the negotiation of a nuisance-value settlement.
- Won motion to dismiss for lack of personal jurisdiction on behalf of Sri Lankan and Pakistani cellular telephone companies, thus avoiding \$30 million misappropriation of trade secrets case.
- Representation of creator, publisher, and distributor of comic books in a copyright and trademark infringement action and a \$23.5 million action against a movie studio for unpaid royalties in connection with use of client's intellectual property.
- Successfully handled appeal for client hit with a \$1 million arbitration award despite significant and extensive adverse case law.
- Set aside default judgment in trial court on behalf of defendant insurance company and successfully defended appeal from order granting default judgment.
- Won motion for dismissal sanction in federal court case based on the plaintiff's failure to cooperate in discovery.
- Won successive motions to quash service of summons on behalf of Danish motion picture distribution company based on failure to comply with the Hague Convention, causing the plaintiff to dismiss the lawsuit.
- Assisted publishing company client in recovering stolen domain name in trademark infringement case.
- Obtained arbitration award in a bad faith action against an insurance company, including recovery of attorneys' fees.
- Obtained dismissal on behalf of client in federal trademark case alleging infringement, unfair competition and false advertising, and seeking treble damages.

Professional and Community Involvement

- International Trademark Association, Member
 - International Amicus Committee, 2024-2025
 - Public Information Committee, 2022-2023
- Arizona State Bar Fee Arbitration Program, Member and Former Vice Chair
- The Arizona Apparel Foundation, Former Board of Directors
- Arizona Technology Council, Member
- American Bar Association, Trademark Litigation Committee, Member

- Arizona State Bar Association, Fee Arbitration Program, Member
- California State Bar Association, Member

Speaking Engagements

- Speaker, "Legally Poured: Insights for Non-Lawyers in the Alcohol Industry Series," *Women of the Vine & Spirits*, February 29, 2024
- Speaker, "You, Me & IP" *GM Webinar*, October 14, 2021
- Speaker, "You, Me & IP" *GM Webinar*, May 21, 2021
- Speaker, "You, Me & IP Series Getting Back to Basics: What Make A Strong Trademark," Greenspoon Marder Webinar, April 15, 2021
- Speaker, "You, Me & IP Series – It's Time to Confirm You're Properly Using Trademarks in Commerce," Greenspoon Marder Webinar, February 19, 2021
- Speaker, "You, Me & IP Series – The Grinch Who Stole Holiday Trademarks," Greenspoon Marder Webinar, December 16, 2020
- Speaker, "You, Me & IP Series – A Cannabis Haiku," Greenspoon Marder Webinar, November 19, 2020
- Speaker, "You, Me & IP Series – The Washington Football Team A \$3.4B Identity Crisis," Greenspoon Marder Webinar, October 22, 2020
- Speaker, "You, Me & IP Series – COVID, Boomers and Karens: Oh my!," Greenspoon Marder Webinar, August 27, 2020
- Speaker, "Dress to Impress: How to Protect Your Trademark in the Fashion Industry," West LegalEdcenter/Thomson Reuters, December 3, 2019
- Speaker, "Ins & Outs of Fee Agreements" and the "You Be The Fee Arbitrator," State Bar Convention, June 28, 2019
- Speaker, "Legally Launched: Top Legal Tips for Startups," eMerge Americas 2019, April 28, 2019
- Speaker, "The Legal Lawyers of 3D Printing," The Arizona Tech Council Monthly Lunch and Learn, April 9, 2019
- Speaker, "Fee Agreements," The State Bar of Arizona's 2018 Annual Convention, June 27, 2018
- Speaker, "You Be the Fee Arbitrator," The State Bar of Arizona's 2018 Annual Convention, June 27, 2018

Recognition

- *U.S. News & World Report*, "Best Lawyers in America," Intellectual Property Litigation, 2023-2024
- *Martindale-Hubbell*, Rated AV Preeminent®

Publications

- Author, "Comparing trademark issues in very different industries: fashion, cannabis, high-tech", *Westlaw Today*, November 21, 2022
- Author, "Trademark and copyright considerations for NFTs," *Reuters*, May 2, 2022
- Author, "Border Patrol," *IP Magazine*, September, 27, 2021
- Author, "Seizure of Counterfeit, Pirated Goods Under IP Chapter of U.S.-Mexico-Canada Trade Agreement," *The Lawyer's Daily*, March 12, 2020
- Author, "What To Know About The Importation Of Gray Market Goods Into The United States," *Phoenix Business Journal*, January 21, 2020
- Author, "How Does The United States-Mexico-Canada Trade Agreement Affect Intellectual Property Rights?," *Phoenix Business Journal*, November 4, 2019
- Author, "Game of Trademarks," *Intellectual Property Magazine*, September 2019
- Co-Author, "Protecting Your Company's Domain Name," *Today's General Counsel*, October 1, 2018
- Author, *Williams v. Garcetti: Constitutional Defects in California's Gang-Parent Liability Statute*, 28 Loy. L.A. L. Rev. 447, 1994

In the News

- Quoted, "A remarkable decision': Why did the MetaBirkins maker get to keep the infringing NFTs?" *World Intellectual Property Review*, August 2, 2023

- Quoted, "Shein lawsuit about more than just copyright, say counsel," *Managing IP*, July 20, 2023
- Quoted, "Mercedes-Benz gears up for logo showdown," *World Intellectual Property Review*, April 24, 2023
- Quoted, "What the Metabirkins verdict means for the future of Web3 fashion," *Vogue Business*, February 10, 2023
- Quoted, "NDA or the highway: protecting secrets during a pitch," *World Intellectual Property Review*, January 11, 2023
- Featured, "Copy Bites," Spring 2022 Edition, United States Intellectual Property Alliance, Entertainment, Arts & Sports, June 2022
- Featured, "OK Boomer, Trademark Try For 'COVID' Is A Real Karen Move," *Law360*, August 28, 2020
- Mentioned, "Cannabis Co. Wants Judge To Toss Harvest Health Merger Suit," *Law360*, January 21, 2020
- Quoted, "UMCA-Yay or Nay?," *Intellectual Property Magazine*, November, 28, 2019
- Quoted, "ASIPI 2019: Trading Up," *World Intellectual Property Review*, October 28, 2019
- Quoted, "Taking on Trademark Trolls and Frivolous Marks, Trademark Watch Dawgs Wade into Divisive Waters," *IP Watchdog*, April 11, 2019
- Quoted, "High Court Could Give Copyright Lawyers' Advice Extra Strength," *Bloomberg BNA*, July 31, 2018
- Featured, "Greenspoon Marder Announces Addition of New Partner Sharon Urias in Arizona," *Yahoo Finance*, April 23, 2018
- FTC Proposes Rule on Non-Competition Agreements
- Kat Von D Tattoo Copyright Infringement Suit – A Permanent Mistake?
- Greenspoon Marder Intellectual Property Blog: Profit Awards in Trademark Cases: Supreme Court to Decide Whether Willfulness Is Required
- Greenspoon Marder Client Alert: Supreme Court Strikes Down Ban on Scandalous Trademarks in *Iancu v. Brunetti*
- Arizona Supreme Court Reverses Lower Court Rulings that Would Have Outlawed Cannabis Extracts
- Greenspoon Marder Intellectual Property Blog: GOTrademarks?
- Greenspoon Marder Intellectual Property Blog: Update to UGG! Generic or Not?
- Trademark Protection in China
- How to Protect Your Registered Trademark
- Can Blockchain Technology Protect Your IP Assets?
- 3D Printing and IP Protection
- Do "Old Barbie" Alcoholic Beverages Really "Dilute" Barbie?
- Trademark Licenses in Bankruptcy Cases
- Trademark Trolling
- Ugg! Generic or Not?
- Patent Lawsuit Fee Awards: How Much Is Enough to Be "Exceptional"?
- Is Kim Kardashian Feeling The "Vibes"?
- Coca-Cola or Dr Pepper?
- Graffiti and Street Artists Sue for Copyright Infringement
- Parodies Can Be Protected from Intellectual Property Claims
- Another Trademark Battle Over Color
- Update: No Infringement in *Allstate v. Kia* Case
- Update: PayPal and Pandora Settle
- A Trademark Fight Over Nearly Identical Names: Is There Confusion?
- Yes, Colors May Be Trademarked

News

- Greenspoon Marder Partner Sharon Urias Appointed to International Trademark Association's International Amicus Committee For 2024-2025 Term
- 49 Greenspoon Marder Attorneys Listed in The Best Lawyers in America© 2024 Edition

- FTC Proposes Rule on Non-Competition Agreements
- 48 Attorneys At Greenspoon Marder Listed In The Best Lawyers In America© 2023
- Greenspoon Marder Names Sharon Urias as IP Practice Group Leader
- Greenspoon Marder Partner Sharon Urias Appointed as Vice-Chair of the State Bar of Arizona Fee Arbitration Program
- Greenspoon Marder Partner Sharon Urias Speaker At The Arizona State Bar Convention
- Greenspoon Marder Partner Sharon Urias Featured Speaker At Arizona Apparel Foundation's 3D Printed Fashion Workshop "Dress To Impress: How To Protect Your Trademark"
- Greenspoon Marder Partner Sharon Urias Featured Speaker at the State Bar of Arizona's 2018 Annual Convention
- Greenspoon Marder Announces Further Expansion with Addition of New Partner Sharon Urias in Arizona

Videos

- You, Me & IP: Mortality Report - Death of Trademarks by Genericide
- You, Me & IP - Space Marks: To Infinity & Beyond!
- You, Me & IP: Cybersquatting is Back!
- You, Me & IP: Fashioning Intellectual Property to Suit
- Cannabis Quick Hits: Litigation in the Cannabis Space
- You Me & IP - A Trademark Analysis of Santa's Workshop
- You, Me & IP - Intellectual Property Questions from MJBizCon Conversations
- Webinar: You, Me & IP - Sensory Trademarks
- Registering Trademarks With U.S. Customs and Border Protection to Stop Infringing Imports
- Webinar: You, Me & IP - Getting Back to Basics: What Makes a Strong Trademark
- Webinar: It's Time to Confirm You're Properly Using Trademarks in Commerce
- Webinar: You, Me & IP Series - The Grinch Who Stole Holiday Trademarks
- Webinar: You, Me & IP Series - A Cannabis Haiku
- Webinar: The Washington Football Team A \$3.4B Identity Crisis
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