

→ Maja Szumarska

Special Counsel
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Maja Szumarska is special counsel in the Entertainment, Technology, and Advertising Practice Group in the firm's New York office.

Areas of Practice

Maja focuses her practice on working with clients to develop, manage and enforce their intellectual property rights. She has extensive experience counseling clients on brand protection strategies across digital platforms and the physical world. Maja's practice extends across the retail, fashion, consumer products and entertainment industries.

With over a decade of experience, Maja has represented many prominent fashion and luxury brands in litigation involving claims for trademark infringement and counterfeiting, trade dress infringement, copyright infringement and unfair competition. She has litigated cases in state and federal courts, as well as matters before the U.S. Trademark Trial and Appeal Board and ICANN.

Maja has experience handling the registration and prosecution of client trademarks before the U.S. Patent and Trademark Office (USPTO). She has also counseled clients on registering and protecting their copyright assets.

Outside of her intellectual property practice, Maja has represented clients in connection with a wide range of commercial disputes involving breach of contract, business torts, real and personal property and consumer complaints.

Honors

Rising Stars, *Super Lawyers*, 2017-2022

Articles

- "Anti-Counterfeiting Enforcement: Recent Developments in the Case Law," Practising Law Institute, January 2025
- "Anti-Counterfeiting Enforcement: Recent Developments in Case Law and Legislation," Practising Law Institute, January 2024
- "Anti-Counterfeiting Enforcement" Recent Developments in Case Law and Practical Guidance for Protecting Your Brand," Practising Law Institute, January 2023

- “NFTs and Trademark Infringement: How to Protect Your Brand’s Trademarks in the Metaverse,” Practising Law Institute, September 2022
- Co-Author, *Ex Parte* Seizure Order Under 15 U.S.C. §1116(d) (Section 34 of the Lanham Act): Recent Developments in Case Law, The Trademark Reporter, International Trademark Association, May-June 2018

Speaking Engagements

- Speaker, “The Journey to Intellectual Property: Not Always a Straight Path,” March 2025
- Speaker, “Fashion Law Society: Counterfeiting Panel,” Brooklyn Law School, March 2025
- Co-Chair, Intellectual Property Rights Enforcement, Practising Law Institute, January 2025
 - Speaker, “Anti-Counterfeiting Update,” Practising Law Institute, New York, NY, January 2025
- “Winning the Battle Against Counterfeits,” IPWatchdog, Washington D.C., August 2024
- “New Technologies, New Threats, New Opportunities: AI and Brand Protection,” International Anti-Counterfeiting Coalition (IACC) Annual Conference, Atlanta, GA, May 2024
- Co-Chair, Intellectual Property Rights Enforcement, Practising Law Institute, January 2024
 - Speaker, “Anti-Counterfeiting Update,” Practising Law Institute, New York, NY, January 2024
 - Speaker, “Ethical Issues in IP Enforcement,” Practising Lawsuit Institute, New York, NY, January 2024
- Co-Chair, Intellectual Property Rights Enforcement, Practising Law Institute, January 2023
 - Speaker, “Anti-Counterfeiting Update,” Practising Law Institute, New York, NY, January 2023
 - Speaker, “Ethical Issues in IP Enforcement,” Practising Lawsuit Institute, New York, NY, January 2023

Speaker, “New Technologies and Impact on IP and Brand Protection – Metaverse, NFTs, and Virtual Goods,” Anti-Counterfeiting Coalition (IACC) Annual Conference, April 2023

Events

PLI’s Intellectual Property Rights Enforcement 2026 Webinar
Webinar, 01.14.2026

Memberships

Member, Leadership Committee, International Trademark Association

Member, International Anti-Counterfeiting Coalition

Mentor, Avocate (women’s mentoring network for law students)

Practices

Entertainment, Technology and Advertising

Intellectual Property

Litigation

Industries

Entertainment, Technology and Advertising
Retail, Fashion & Beauty

Education

J.D., Brooklyn Law School, 2011
B.A., Hofstra University, 2008

Clerkships

Intern to the Honorable Joseph F. Bianco, U.S. Court for Eastern District of New York

Admissions

New York