

### PLI's Intellectual Property Rights Enforcement 2026 Webinar

Webinar

01.14.2026

Maja Szumarska is co-chairing PLI's Intellectual Property Rights Enforcement 2026 conference. In addition to her co-chairing role, she is also leading the Anti-Counterfeiting Update session, where speakers will analyze key decisions involving trademark counterfeiting from the past year and provide strategies for protecting against the online sale of counterfeit products.

During this session, the speakers will:

- Highlight recent headlines, including the Labubu/Lafufu craze and the dupe dilemma, and discuss how brands are responding from an enforcement perspective.
- Review trending cases and litigation strategies, including:
  - **Schedule A Litigation:** Learn about the most recent developments as courts push back on plaintiffs.
  - **Customization:** A discussion about recent cases involving customization, including *Nike v. The Shoe Surgeon*.
  - **Authentication & False Advertising Claims:** Understand legal issues in cases such as *Nike v. StockX* and *Chanel v. WCAGA*.
  - **Contributory Liability:** Explore recent cases brought against e-commerce platforms, including lawsuits filed by Brandy Melville against Temu and Shein.

[Click here to register.](#)

#### Attorneys

Maja Szumarska

#### Practice Areas

Entertainment, Technology and Advertising

Intellectual Property

#### Industries

Entertainment, Technology and Advertising

Retail, Fashion & Beauty