

Alia Hussain

Associate

hussain.alia@dorsey.com

New York – 212.415.9357



Alia provides clients with strategic advice in protecting their intellectual property rights, and assists with social media, marketing, and advertising issues.

Alia advises her clients on trademarks, copyright, and marketing issues.

Her practice includes trademark clearance, prosecution, portfolio management, and online enforcement.

She has experience in various branding projects, including preparation of sweepstakes and rules for television and communication networks; and reviewing related marketing materials. She also counsels clients on online and social media marketing.

Alia has considerable experience in brand protection, involving takedown procedures, negotiation with infringing parties, and relationship building with online platforms to better assist her clients.

Prior to private practice, Alia acted as an intellectual property counsel at a multi-billion dollar lifestyle brand and advised on all facets of intellectual property and anti-counterfeiting.

Alia's background includes considerable experience working internationally, including working in communications and digital marketing for a preeminent hospitality group in Hong Kong and overseeing issues management operations for a major government body in Canada.

Education

- Suffolk University Law School (J.D., 2021)
- York University (B.A., 2012)

Bar Admissions

- Massachusetts
- New York

Select Experience

- Protect world-famous brands and develop international trademark enforcement strategies for institutional clients.

- Advise clients on enforcement measures for misappropriation of trademarks, including demand letters and trademark coexistence agreements.
- Provide counsel on the development, availability, registrability, and strength of proposed trademarks.
- Conduct trademark clearance searches.

Professional Affiliations

- Brand Restrictions Committee Member, International Trademark Association (INTA), 2023-2025
- Co-Chair, Women in IP's Community Service Event Subcommittee, American Intellectual Property Law Association, 2023-present

Accolades

- Consistently providing pro bono legal assistance to those in need through Dorsey's Pro Bono program

Languages

- Urdu