

Cathy Dahl

Partner

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Cathy's clients seek her practical and thoughtful approach to selecting, registering, enforcing, and expanding rights in their intellectual property.

Cathy is a partner in the Trademark, Copyright + Advertising Group at Dorsey & Whitney, with 30 years of experience in the intellectual property field. Cathy's clients appreciate her practical approach to the application of the law and risk assessment in connection with meeting business objectives.

Cathy's practice is multidimensional and falls across a broad array of industries, including banking/finance, consumer goods, beauty and personal care products, food and beverage, energy/natural resources, entertainment and professional sports teams, and medical/healthcare goods and services. Examples of her focus in these fields include:

- Trademark clearance and availability opinions (1000s of searches completed, including high-stakes clearance and naming projects for a professional sports team);
- Global and domestic trademark prosecution and maintenance;
- Providing strategic advice for protecting and enforcing trademark rights on a global basis for large and small portfolios;
- Negotiating and providing guidance on trademark licensing;
- Negotiating coexistence and settlement agreements;
- Review of advertising and marketing materials both in print and online to ensure ad claims are fair and substantiated;
- Copyright protection;
- Significant experience in IP transactions and due diligence investigations in mergers & acquisitions; and,
- Domain name acquisition and enforcement, Uniform Dispute Name Resolution Policy (UDRP) proceedings, takedown notices under the Digital Millennium Copyright Act (DMCA), termination of email accounts and domain names for fraudulent purposes, and other cybersquatting and cyberpiracy issues.

Education

- The George Washington University Law School (J.D., 2006)
- St. Olaf College (B.A., 1993)

Bar Admissions

- Minnesota

Cathy is also a regular contributor to Dorsey's critically acclaimed IP Blog, TheTMCA.com, which focuses on legal developments in the world of Trademarks, Copyrights + Advertising.

Select Experience

- Working on Rebranding Initiatives on a Global Basis
- Working on High-Visibility Naming Projects on a Global Basis
- Overcoming Office Actions issued by the United States Patent and Trademark Office
- Closely collaborating with global trademark counsel to meet client trademark portfolio objectives

Professional Affiliations

- Member, International Trademark Association - Law Firm Committee (2024-2025 and 2026-2027 Terms)
 - Chair, Managing a Team Project
- Member, Association of National Advertisers
 - Legal Affairs Committee
 - Brand Purpose Committee
 - LGBTQ+ Inclusive Marketing Committee

Charitable & Civic Involvement

- Rotary Club of Maple Grove
 - Co-Chair of Community Services Committee
 - Paul Harris Fellow

Accolades

- Dorsey & Whitney – Scales of Justice Team Award (Arizona Justice Project Case Review Team), 2025
- Contributed more than 50 Diversity & Inclusion hours, 2024
- MSBA North Star Lawyer, 2016-2020

Additional Information

- "Searching to Avoid Disaster," – Trademark World Magazine, April 2010