

Fara Sunderji

Partner

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Clients regularly call on Fara to counsel them on legal issues relating to advertising law, trademarks, and social media, enabling them to protect and grow their valuable brands.

Much of Fara's practice involves working with clients to navigate complex legal issues on social media that implicate federal and state laws in the areas of intellectual property and advertising. She is particularly known for her deep knowledge of promotions law, and regularly helps clients develop sweepstakes, complex contests of skill, and user-generated content promotions on social media. Fara also works with clients to review their advertising and marketing materials both in print and online to ensure their ad claims are fair and substantiated. In the area of influencer advertising, Fara frequently counsels clients on the Federal Trade Commission's guidelines on endorsements and testimonials, conducts training for social media and marketing teams, and drafts influencer contracts.

In addition, Fara's expertise extends to all stages of the brand management process, including trademark selection, clearance, prosecution, maintenance and enforcement. Fara regularly represents clients in opposition and cancellation proceedings before the Trademark Trial and Appeal Board (the "TTAB") and in federal court. In the *World Trademark Review 1000* rankings for 2026, Fara was ranked as a recommended practitioner nationally for enforcement and litigation. Clients praise her as an "excellent litigator" with a proactive style and "clear and timely communication". Fara is also ranked in *Chambers USA*. She has repeatedly been heralded for her practical advice. According to one client "Fara is truly exceptional. She combines deep technical expertise in trademark and brand protection with an extraordinary ability to deliver clear, actionable advice under the tightest deadlines. She is a true strategic partner to our business." Fara's practice includes representation of clients in a wide array of industries, including alcoholic beverages, snack foods, cosmetics, sporting goods, industrial chemicals, fashion, video games, publishing, pharmaceuticals, and financial services.

Education

- Fordham University School of Law (J.D., 2006)
 - *cum laude*
- Vassar College (B.A. Science, Technology & Society, 2000)
 - Departmental Honors

Bar Admissions

- New York
- United States Patent and Trademark Office

Fara is the leader of the Firm's Trademark, Copyright + Advertising Practice Group. She is a co-editor and regular writer for Dorsey's award-winning IP Blog, [TheTMCA.com](https://www.thetmca.com), which focuses on legal developments in the world of Trademarks, Copyrights and Advertising. Fara is also the co-chair of the Firm's Women Attorneys Resource Group.

Select Experience

- *Pierson v. Facebook*, (S.D.N.Y. 2019). Represented Facebook against claims of copyright infringement brought by notorious "copyright troll" attorney Richard Liebowitz.
- *GlaxoSmithKline LLC v. Laclede, Inc.*, (S.D.N.Y. 2019). Obtained preliminary injunction against ongoing use of confusingly similar advertising and promotional materials for competing dry mouth products.
- *McKee Foods Kingman, Inc. v. Coastal Sunbelt Produce, LLC*, (TTAB 2017). Prevailed in trademark opposition proceeding based on likelihood of confusion relating to the mark SUNBELT BAKERY for granola bars and other snacks.
- *Atari Interactive, Inc. v. Greenberg* (TTAB 2016). Prevailed in trademark opposition proceeding based on likelihood of confusion based on Atari's HAUNTED HOUSE trademark.

Court Admissions

- U.S. Court of Appeals for the Second Circuit
- U.S. District Courts for the Southern and Eastern Districts of New York

Professional Affiliations

- Member, International Trademark Association (INTA), Brands and Sustainability Committee (2024-2025); Enforcement Committee, Judicial Administration and Trademark Litigation Subcommittee (2014-2017)
- Committee Chair, Association of the Bar of the City of New York, Trademarks and Unfair Competition (2020-2023)
- Member, Brand Activation Legal Committee, Association of National Advertisers

Accolades

- *Chambers USA*, Intellectual Property: Trademark, Copyright & Trade Secrets, New York, 2026
- *World Trademark Review 1000 – The World's Leading Trademark Professionals*, Leading Practitioner, 2020-2026
- Thomson Reuters, "Stand-Out Lawyers," 2025
- *Managing IP*, IP STAR, 2022-2025
- Dorsey & Whitney – Scales of Justice Team Award (Racial Justice Bronx Project), 2021

Select Presentations

- "Hot Topics in Trademark, Copyright and Advertising Law in 2023," Presenter, [NJIPLA 37th Annual Pharmaceutical/Chemical Patent Practice Update, November 2023](#)

- “Life in the New Digital World – Pitfalls and Opportunities,” Panel Member, Creative Industries Group Series, Dorsey & Whitney, September 2021
- “Influencers: Shifting Towards The Future,” Panel Member, New York State Bar Association, Entertainment Arts & Sports Law Section Spring Meeting, June 2021
- “Trademark Law for the Small Firm Practitioner,” Panel Member, Association of the Bar of the City of New York, June 2021
- “Hot Issues in Patent, Trademark and Copyright Law in the Federal Courts,” Panel Member, New York County Lawyers Association, March 2019
- “On Your Marks: Frontline Issues in Trademark and Advertising Law,” Panel Member, Association of the Bar of the City of New York, April 2017
- “Native Content and Influencer Advertising: The Business Why and The Legal How,” Panel Member, New York State Bar Association, Entertainment Arts & Sports Law Section, June 2016
- “On the Heels of the Week: The Status of Fashion Protection,” Panel Member, New York State Bar Association, Entertainment Arts & Sports Law Section, Fashion Law Committee, March 2012

The TMCA

November 21, 2025

A Reminder From The Rolling Stones: Brands Are Not Free to Do What You Want Any Old Time on Social Media

October 23, 2025

Creator Earns Commission on TikTok: New Guidance on Effective Influencer Disclosures

May 27, 2025

INTA in Sunny San Diego: A Quick Wrap-Up

April 4, 2025

Tips on How to Shape Up Your Influencer Advertising Program: The NAD Reviews Skims’ Instagram Posts for Proper Disclosures

September 19, 2024

A Cheat Sheet from the National Advertising Division Conference 2024

January 19, 2023

The FTC’s New Year’s Resolution for 2023: Healthier Health Claims

January 3, 2023

Taco Tuesday: It’s a Tasty Cultural Phenomenon Not a Trademark

November 10, 2022

Sign the Prenup: What Brands Can Learn From the Kanye West/Adidas IP Breakup

March 24, 2022

Dear Online Retailers: The FTC Is Watching How You Handle Customer Reviews

October 15, 2021

FTC to Brands: We Will Not Tolerate Fake Reviews and Other Misleading Endorsements – Monetary Penalties Are Coming

October 12, 2021

The Future of Ad Law: A Wrap Up from the 2021 NAD Conference

November 18, 2020

#AdLaw - A Quick Wrap-Up From The 2020 ANA/BAA Marketing Law Conference

February 26, 2020

FTC Announces Regulatory Review of Endorsement Guides – Changes and Enforcement Actions Will Likely Follow

January 30, 2020

Sued for Posting a Photo of Herself and Her Husband - The Kim Kardashian Version

February 15, 2019

Fiji Water Splashes Back After Getting Sued For Posting a Meme

Insights

February 18, 2025

The National Advertising Division's Connection with Identifying and Avoiding Consumer Litigation Risks

July 18, 2024

Fara Sunderji Discusses the Olympic Trademarks on the Bloomberg Law Podcast

October 30, 2023

Fara Sunderji Discusses Supreme Court Oral Arguments over "Trump Too Small" Trademark on the Bloomberg Law Podcast

August 31, 2023

Delay in Filing Preliminary Injunction Motions: 2023 Edition

June 29, 2023

Dorsey Partner Fara Sunderji Discusses SCOTUS Curtailing US Trademark Law's Global Reach

June 29, 2023

Dorsey Partner Fara Sunderji on the Supreme Court's Decision on Foreign Counterfeit Goods

November 5, 2022

Sign the Prenup: What Brands Can Learn From the Kanye West/Adidas IP Breakup

July 23, 2021

Fara Sunderji Discusses Nike's Lawsuit Against Drip Creationz

April 1, 2021

Dorsey Partner Fara Sunderji Comments on Satan Shoes Lawsuit

June 30, 2020

Partner Fara Sunderji Comments on SCOTUS Booking.com Ruling

May 4, 2020

Dorsey Partner Fara Sunderji Discusses Booking.com SCOTUS Arguments

June 24, 2019

Dorsey Partner Fara Sunderji Comments on FUCT Win

March 21, 2019

Dorsey Partner Fara Sunderji Comments on Jerry Media Meme Lawsuit

March 21, 2019

Dorsey Partner Fara Sunderji Outlines How Social Media Influencers Can Infringe Copyright

March 18, 2019

Dorsey Partner Fara Sunderji Remarks on EU Copyright Changes