

John Mixon

Associate

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New York – 212.415.9276



John efficiently and effectively represents clients in a full range of intellectual property, licensing, advertising, and commercial matters.

John represents clients across a broad variety of industries in federal and state courts, and arbitrations. He has broad litigation experience, which has included disputes involving intellectual property, advertising, complex commercial transactions, business torts, and real estate. John also regularly represents clients in connection with opposition and cancellation proceedings before the Trademark Trial and Appeal Board, pre-litigation trademark and copyright enforcement matters, domain name conflicts, and social media and e-commerce platform takedown requests.

Additionally, John has experience reviewing, negotiating, and drafting various commercial, intellectual property licensing, and settlement agreements across industries. In the area of advertising, John reviews clients' advertising and marketing materials both in print and online to ensure their ad claims are fair and substantiated.

John maintains an active pro bono practice. He is also a contributor to Dorsey's critically-acclaimed IP Blog, TheTMCA.com, which focuses on legal developments in the world of Trademarks, Copyrights, and Advertising.

Prior to joining Dorsey, John was an associate at a New York-based international law firm. Before that he served as a judicial law clerk to the Hon. Frederick J. Scullin, Jr. in the U.S. District Court for the Northern District of New York.

Select Experience

- Obtained a successful jury verdict on behalf of a music record label on claims for trademark infringement, unfair competition, trademark dilution, and breach of contract against a music publishing company.
- Successfully settled a trademark infringement dispute on behalf of a prominent

Education

- St. John's University School of Law (J.D., 2020)
 - *cum laude*
- State University of New York at Cortland (B.S., Business Economics & Community Health, 2016)
 - *magna cum laude*

Bar Admissions

- District of Columbia
- New York

children's apparel brand.

- Drafted a global settlement and international trademark co-existence agreement on behalf of a software company in connection with its trademark portfolio.
- Successfully secured the takedown of counterfeit products being sold on Temu and Amazon on behalf of a prominent, renowned beauty brand.

Court Admissions

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

Clerkships

- Northern District of New York, The Honorable Frederick J. Scullin, Jr., 2020–2021

Charitable & Civic Involvement

- Member, New York City Bar Association's Copyright & Literary Property Committee
- Member, New York Intellectual Property Law Association's Copyright Law & Practice Committee

Accolades

- *New York Metro Super Lawyers*®, "Rising Stars," 2026

Additional Information

Publications:

- *Netflix and Not-So-Chill: The Legality of Sharing Passwords for Netflix and Other Streaming Services*, 101 J. Pat. & Trademark Off. Soc'y 336 (2021).
- *Commercializing Cannabis: Confronting the Challenges and Uncertainty of Trademark and Trade Secret Protection for Cannabis-Related Businesses*, 16 Wash. J. L. Tech & Arts 1 (2020).
- *Patently Inconsistent: State and Tribal Sovereign Immunity in Inter Partes Review*, 93 St. John's L. Rev. 233 (2019).
- *Fixation on Flesh: Why Tattoos Should Not Garner Copyright Protection*, 30 NYSBA Ent., Arts, and Sports L. J. 25 (2019).