

Julia Lisi

Associate

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Minneapolis – 612.492.6980



Julia helps clients develop and protect their brands and creative works in U.S. and foreign markets.

Julia is an associate in Dorsey's Trademark, Copyright and Advertising Group. She advises clients in the creation, registration, and enforcement of trademarks and copyrights. Julia works with clients of all sizes in a wide range of industries, including pharmaceuticals, gaming, food and beverage, consumer products, hospitality, educational testing, healthcare, and professional services. Julia helps clients enforce their IP rights online and in social media through effective communications, takedown requests, and UDRP complaints.

Julia started her career as a corporate attorney and continues to serve as an IP and software specialist in mergers, acquisitions, divestitures, and secured financing transactions. Her expertise includes structuring and conducting IP due diligence, drafting and negotiating purchase, transition services, and license agreements, and organizing and recording transfers of IP assets. She identifies creative solutions for remedying gaps in IP protection, ensuring that her clients' rights and interests are protected.

Julia is a contributor to Dorsey's critically-acclaimed IP blog, TheTMCA.com, which focuses on legal developments relating to trademarks, copyrights, and advertising. In 2023, Julia received Dorsey's Pro Bono Scales of Justice award for her impactful assistance provided to pro bono clients.

Select Experience

Internet and Social Media Matters

- Helps clients take down fraudulent or infringing websites, mobile apps, social media accounts, and product listings.
- Secures the transfer of cybersquatting domain name registrations under various

Education

- University of Minnesota Law School (J.D., 2020)
 - *cum laude*
- Carleton College (B.A., 2016)
 - With Distinction

Bar Admissions

- Minnesota

dispute resolution policies, including the UDRP.

- Defensively registers trademarks with the Trademark Clearinghouse (TMCH) to prevent cyber squatters and online trademark infringement.
- Drafts Terms of Service and Terms of Use and counsels clients on how to manage content posted by online users.

Professional Affiliations

- Member, International Trademark Association – Pro Bono Committee (2026-2027 Term)

Accolades

- *Best Lawyers® Ones to Watch in America*, Intellectual Property Law, Minneapolis, 2026
- Consistently providing pro bono legal assistance to those in need through Dorsey's Pro Bono program
- MSBA North Star Lawyer, 2023-2025
- Contributed more than 50 Diversity & Inclusion hours, 2022-2024
- Dorsey Pro Bono Scales of Justice, 2023

Insights

February 28, 2023

Dorsey Legal Arcade: Video Game Industry Legal Updates Volume 1, Issue 4

February 24, 2022

Dorsey Legal Arcade: Video Game Industry Legal Updates Volume 1, Issue 3

September 29, 2021

Dorsey Legal Arcade: Video Game Industry Legal Updates Volume 1, Issue 2