

Sarah Robertson

Partner

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Sarah delivers practical advice to help businesses build their intellectual property assets and achieve their business goals.

Sarah has over twenty years' experience helping clients protect, enforce and exploit their intellectual property assets and overseeing clients' general business needs, with particular depth in the creative industries, tech, financial, and consumer product sectors.

Sarah has extensive experience in a wide scope of corporate and commercial agreements and transactions involving intellectual property, and assisting with the day-to-day needs of clients. She clears, registers, and enforces brand names in the U.S. and internationally. She handles sales and distribution issues, as well as complex licensing matters. She represents clients in Trademark Trial and Appeal Board proceedings and in disputes involving intellectual property, including mobile app and domain name conflicts. She also counsels clients on marketing, advertising, contest, and online reputation management issues. Sarah also services clients operating in the creative and entertainment industries, including in areas involving rights exploitation, including U.S.-China film, TV, and music related transactions, as well as in the newly-developing cannabis branding area.

Also admitted to practice in Ontario, Canada, and currently qualified as a Foreign Legal Consultant in Ontario, Sarah has extensive experience in Canadian cross-border issues and helping Canadian businesses enter the U.S. market.

Sarah is the head of Dorsey's New York Trademark Group and the firm's Creative Industries Industry Group. Sarah is a contributor to Dorsey's critically-acclaimed IP Blog, TheTMCA.com, which focuses on legal developments in the world of **TradeMarks**, **Copyrights**, and **Advertising**. TheTMCA.com and the Firm's Trademark Practice Group have been recognized in JD Supra's 2022 Readers' Choice Awards.

Education

- Osgoode Hall Law School, Toronto, Canada (J.D.)
 - Award for Excellence in Copyright Law
- Queen's University, Toronto, Canada (B.A., French Studies)

Bar Admissions

- New York

Court Admissions

- U.S. District Court for the Southern District of New York

Professional Affiliations

- Chair, Entertainment, Sports and Arts Law (EASL) Section of the New York State Bar Association, 2024-2026
- Board Member, Council for Canadian American Relations
- Chair, Advisory Board, Canadian American Bar Association
- Member, International Trade-mark Issues Committee, Intellectual Property Institute of Canada (IPIC), 2011-present
- Member, International Trademark Association (INTA), Trademark Office Practices Committee, 2007-2010
- Member, Intellectual Property Institute of Canada (IPIC), Membership Committee, 2007-2009
- Member, Trademarks and Unfair Competition Committee, Bar Association of the City of New York, 2002-2005
- Law Society of Upper Canada

Accolades

- *Thomson Reuters*, "Stand-Out Lawyer," 2024
- *World Trademark Review 1000 – The World's Leading Trademark Professionals*, Leading Practitioner, 2016-2026
- Qualified Foreign Legal Consultant in Ontario

Languages

- French

Select Presentations

- "Hot Topics in Trademark, Copyright and Advertising Law in 2023," Presenter, NJIPLA 37th Annual Pharmaceutical/Chemical Patent Practice Update, November 2023
- "Investing in Brand Value," Panelist, June 21, 2017
- "Annual Review: 2013 Litigation and Trends," Panelist, Ontario Bar Institute 2014, Entertainment, Communications and Media Law Program, February 2014
- "Social Media Trends, Risks and Rewards," Dorsey & Whitney Symposium for Corporate Leaders, New York, April 17, 2012
- "Marketing in Cyberspace: Legal Protection in an Age of Social Media," Ontario-New York Legal Summit, Toronto, Canada, March 28, 2012
- "Current and Trending Topics in Brand, Famous Personality and Character Licensing: Development to Bankruptcy, Entertainment, Arts and Sports Law (EASL)," Section Annual Meeting, New York, NY, January 23, 2012
- "Table Topic Leader, Infringement by Product Substitution," INTA 2011 Annual Meeting, San Francisco, May 2011
- "Building a Successful Brand Identity: Getting it Right from Design to Legal," Dorsey & Whitney Luncheon Symposium, co-presentation with Jonathan Ford, Designer and Co-Founder, Pearlfisher, June 21, 2010

- "Fashion Design – Copyright and Other Protection North and South of the Border," American Intellectual Property Law Association (AIPLA) Spring Conference, May 7, 2010
- "More than IP: Understanding the Critical Issues Global Companies Must Consider," Panel member, SIAA Ed Tech Business Forum, November 2009
- "Protecting Against Parallel Imports and Gray Market Goods," Anti-Counterfeiting and Brand Protection Symposium, Toronto, Canada, October 2009
- "Tasting, Kiting, Phishing and Pharming: IP Law Goes Online," Dorsey & Whitney Corporate Counsel Symposium, Minneapolis, Minnesota, November 2008
- "Search Engines, Keyword-Linked Online Advertising and Trademark Infringement," Speaker, Intellectual Property Institute of Canada - New York State Bar Association Summer IP Meeting, Montreal, Canada, July 2008
- "Trademarks In Business Transactions," Moderator, INTA Roundtable Program, February 2008
- "Employee Inventions - A Trademark Perspective," Dorsey & Whitney-sponsored CLE seminar, February 2007
- "What Every Business Needs to Know About Copyright", Dorsey & Whitney-sponsored CLE seminar, September 2006
- "North American Licensing Strategies and Issues," Moderator, INTA Annual Meeting, May 2006
- "Advanced Trademark Issues for the IP Practitioner," Program Chair and Presenter, Association of the Bar of the City of New York, April 2005
- "Advanced Trademark Licensing Strategies" presented at Harvard Club, New York , co-presenter, L. Deinard, February 2004

The TMCA

May 27, 2025

INTA in Sunny San Diego: A Quick Wrap-Up

February 11, 2025

Artificial Intelligence Launching Agentic AI in an Uncertain U.S. Regulatory Landscape

October 24, 2024

Testing the Limits of Copyright Protection for A.I.-Generated Art – Colorado Artist Challenges Registration Refusal in Court

July 24, 2023

Parlez-vous Français? New Language Requirements in Effect in Québec in June 2025

October 25, 2021

Scaling Cannabis Brands Nationally – the Highs (and Lows)

April 26, 2021

New York Post-Mortem Statutory Right of Publicity Set to Take Effect

November 18, 2020

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

October 14, 2020

FTC Report on Social Media Bots and Deceptive Advertising

July 8, 2020

Take Two: Photographer's Copyright Suit Over Embedded Instagram Post is Revived

April 28, 2020

#igers Beware - Embedded Instagram Post Found Not To Infringe Copyright

April 17, 2020

Are Color Trademarks on Product Packaging Inherently Distinctive?

December 30, 2019

FDA a Buzzkill for 15 CBD Companies

November 5, 2019

A Man Walks into a Bar... And Fair Use Is Found

August 19, 2019

Third Circuit Analyzes Work for Hire and Assignment Requirements and Explains Why the Distinction Matters

July 23, 2019

Give Me Aphukenbrake* – USPTO Issues Examination Guide on Treatment of Scandalous Marks Following Supreme Court Case

Insights

January 28, 2025

Launching Agentic AI in an Uncertain U.S. Regulatory Landscape

December 1, 2023

Thinking Offensively and Defensively About a Trademark Portfolio

March 20, 2023

Dorsey Returns as an Organization Member to MAPLE, Represented by Partners Sarah Robertson, Marc Kushner, and Kent Schmidt

Winter 2020

Copyright Lessons from the Bench-Third Circuit Analyzes Work for Hire and Assignment Requirements and Standard for Injunctive Relief

November 22, 2019

In-House Lawyers Reveal Brand Licensing Strategies

February 2, 2017

New Federal Law Protects Consumers' Right to Post Negative Online Reviews