



Alexandra R. Caleca

Associate

Intellectual Property

New York Office | +1.212.940.6351

alexandra.caleca@katten.com

Alexandra Caleca helps develop and implement strategies for companies and individuals to create, protect and grow their brands through the use of intellectual property laws throughout the world. She serves clients of all sizes, primarily in the fashion, apparel and retail sectors. She helps them solve issues related to how the consumer sees and understands their unique brands.

Understanding a client's business and industry makes anticipating issues easier

Alexandra understands the world of fashion and retail branding. She focuses on worldwide branding strategies and the protection and enforcement of intellectual property rights. This includes trademark clearance, prosecution, registration, policing, infringement and anti-counterfeiting. She also advises clients in drafting licensing, assignment, settlement and co-existence agreements. She also has handled projects involving copyright and advertising issues.

During law school, Alexandra served as the president of the Intellectual Property Law Association. She was also the founder and chair of the Fashion Law Committee and the notes and comments editor of the *Brooklyn Journal of International Law*. In addition, she was a fellow at Brooklyn Law School's Trade Secrets Institute and interned for various leading luxury goods companies.

Before law school, Alexandra gained legal and business experience as both a paralegal and later as a legal intern for a global fashion company.

Recognitions

Recognized or listed in the following:

- *Best Lawyers in America*
 - Ones to Watch
 - Intellectual Property Law, 2021–2025
- Empire State Counsel®
 - Pro Bono Honoree, 2016

Practices

- Advertising, Marketing and Promotions
- Intellectual Property
- Intellectual Property Litigation
- Trademark Licensing and Strategy
- Trademarks and Trademark Litigation

Industries

- Fashion

Education

- JD, Brooklyn Law School
- BS, Boston University, *cum laude*, *Dean's List*

Bar Admissions

- New York

Community Involvements

- New York City Bar Association, Fashion Law Committee, Affiliate Member
- New York Intellectual Property Law Association, Trademark Committee
- International Trademark Association

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- Katten Muchin Rosenman LLP Pro Bono Service Award
 - 2020
- *Managing Intellectual Property*
 - Rising Stars, 2022–2023

News

- Katten Attorneys Recognized as *Best Lawyers®* and *Best Lawyers: Ones to Watch®* Award Recipients (August 15, 2024)
- Katten Represents Buyers Acquiring Controlling Ownership Interest in Dallas Mavericks (January 4, 2024)
- Katten Advises Excel Sports Management in Acquisition of REP 1 Football (November 29, 2023)
- Katten Named 2024 'Law Firm of the Year' for Trademark Law by Best Law Firms® (November 2, 2023)
- Katten Attorneys Distinguished by *Best Lawyers®* (August 17, 2023)
- Katten Attorneys Recognized by *Best Lawyers®* (August 18, 2022)
- Katten Attorneys Listed in *The Best Lawyers in America®* (August 19, 2021)
- Katten Attorneys Honored for Their Sustained Commitment to Pro Bono Service Including COVID-Related Work (October 28, 2020)
- Katten Attorneys Distinguished as Top Legal Talent in the 2021 *Best Lawyers in America* and *Best Lawyers: Ones to Watch* Lists (August 20, 2020)
- Katten Wins Dismissal of Opposition to Mansur Gavriel Trademark Registration Following TTAB Trial (October 1, 2018)

Publications

- *ESG Guidepost* | Issue 16 (July 2024)
- New York's Proposed 'Fashion Sustainability and Social Accountability Act': Where It Stands Now (Summer 2024)
- *The Katten Kattwalk* | Issue 27 (Summer 2024)
- The Children's Advertising Review Unit Modernizes its Guidelines for Responsible Advertising (September 15, 2021)
- TTAB Affirms USPTO's Refusal of 'Deceptively Misdescriptive' Applications for the Word 'Clear' (May 13, 2021)

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- Debunking the Fashion Industry's "Three Change" Rule (August 28, 2017)
- The New Wave of Sales-Price Advertising Claims: What's Behind It and How to Minimize Risks (November 9, 2016)