

Julie S. Shursky

Associate

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Julie is an associate in the firm's Trademark and Copyright Department, where she specializes in trademark, unfair competition, copyright and domain name law. She provides comprehensive legal counsel to a diverse range of clients, helping them secure, police and leverage their intellectual property rights.

In her domestic and international trademark practice, Julie guides clients through every stage of the brand protection lifecycle, from initial clearance and filing to prosecution and global portfolio maintenance. As a fierce advocate for her clients' intellectual property, she regularly enforces brand boundaries, polices infringement, and negotiates strategic licensing agreements. Her collaborative approach helps clients establish resilient brand strategies that safeguard market identity and unlock maximum asset value.

Beyond portfolio management, her practice features a strong focus on contentious matters before administrative and federal tribunals. She regularly represents clients in *ex parte* appeals and opposition and cancellation proceedings before the Trademark Trial and Appeal Board (TTAB). Her litigation experience extends to federal court appeals, including supporting appellate strategies before the U.S. Court of Appeals for the Federal Circuit. Whether defending a client's right to register a mark or preventing competitor infringement, she delivers rigorous legal analysis and advocacy.

Navigating the complexities of the digital and global marketplace, Julie assists clients with aggressive brand protection and enforcement initiatives. She has extensive experience combating online piracy and counterfeiting, implementing strategies to remove infringing products from e-commerce platforms and global supply chains. Additionally, she manages domain name disputes—successfully using Uniform Domain Name Dispute Resolution Policy (UDRP) proceedings to reclaim hijacked domains from bad-faith actors engaged in typosquatting, phishing schemes, and competitive cybersquatting—and counsels clients on copyright registration, proactive infringement policing, and strategic IP licensing.

Services

- Trademark / Copyright

Education

- American University, Washington College of Law (J.D.)
 - George Washington University (B.B.A.)
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Bar Admissions

- U.S. Court of Appeals - Federal Circuit
- District of Columbia
- Colorado
- New York

Memberships

- Colorado Bar Association (CBA)
- Colorado Women's Bar Association (CWBA)
- District of Columbia Bar Association
- International Trademark Association (INTA)