



Elizabeth M. Sbardellati

Partner

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Elizabeth (Liz) Sbardellati works closely with branded consumer products companies on a wide array of issues ranging from trademark prosecution and enforcement, growth strategy, and manufacturing and distribution agreements, to licensing and collaboration deals. She is head of Greenberg Glusker's Trademark Protection & Enforcement Group.

Liz's practice includes performing clearance and due diligence in connection with trademarks and copyrights. She is also adept at developing and executing strategies for brand enforcement, and negotiating deals in connection with the monetization of her clients' brands through the acquisition, sale, and licensing of intellectual property.

Liz partners with her clients to enforce their intellectual property rights and defend disputes related to intellectual property infringement before the Trademark Trial and Appeal Board and in Federal Court.

Her practice also includes preparing and negotiating celebrity and influencer endorsement deals, brand collaboration agreements, and creator agreements.

She advises companies across a wide range of industries, including food and beverage, video games, beauty and personal care, apparel, and home goods. Her passion lies in advising and supporting women-owned, led, and founded brands.

Liz has proven to be a prominent leader both within and beyond her firm. In addition to leading the Trademark Protection & Enforcement Group, Liz chairs associate recruiting, including running the firm's summer associate program and serves on the firm's diversity committee. She values training and mentorship and recently overhauled the firm's mentorship program to ensure active engagement with and opportunity for associates as they progress in their careers. Outside of the firm, Liz serves on the board of directors of [Beauty Bus Foundation](#) and supports [Women Founders Network](#).

Professional Affiliations

- Board Member, Beauty Bus Foundation (2021 - 2024)
- Former Committee Member, Women of ACG (Association for Corporate Growth) - Los Angeles

Awards

- Recognized in the *Los Angeles Times B2B Publishing's* Beauty & Fashion Visionaries, 2024
- Nominee for *L.A. Times B2B Publishing's* Inspirational Women Leadership Awards, 2023
- *Southern California Super Lawyers Rising Stars*, 2018 - 2025

Bar Admissions

- California

Court Admissions

- United States District Court for the Central Eastern and Southern Districts of California
- Federal Circuit Court of Appeals

Education

- Northwestern University School of Law (J.D., *cum laude*, 2013)
- University of California, Santa Barbara (B.A., *highest honors*, 2008)
 - Comparative Literature
 - Italian Studies

Representative Experience

- Represented SKIMS in Underwear Deal with the NBA, where SKIMS became the official underwear partner for the NBA, WNBA, and USA Basketball.
- Represented the licensor of trademark rights in the popular YOGI TEA brand in a TTAB opposition proceeding. The TTAB ruled our client's co-owner improperly attempted to register the trademark YOGI for certain beauty and wellness products because she didn't get the consent of our client or submit the application jointly with our client. The decision helps cement the trademark rights of our client in the face of attempted encroachment by the other co-owner. Decision affirmed in full by the Federal Circuit Court of Appeals.
- Performed intellectual property enforcement and protection for major cosmetics company including management of international trademark portfolio and copyright protection resulting in a reduction of unauthorized and counterfeit sales.
- Performed clearance and prosecuted numerous trademarks for various clients in industries ranging from beauty, fashion and apparel to software, entertainment, food and beverage.
- Represented fashion, apparel, beauty and haircare companies in connection with collaboration agreements and licensing deals.