



Elizabeth M. Sbardellati

Counsel

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Elizabeth (Liz) Sbardellati puts her experience in intellectual property law and litigation to work for companies and individuals that need to protect their brands, trademarks, copyrights, and related intellectual property.

Liz's practice includes performing clearance and due diligence in connection with trademarks and copyrights—including registration of the same, developing and executing strategies for brand enforcement, litigating and resolving disputes related to intellectual property infringement, and deal-making in connection with the monetization of her clients' brands through the acquisition, sale and licensing of intellectual property. Her practice also has a global reach. Liz works closely and collaboratively with legal counsel throughout the world to develop efficient and effective strategies for ensuring global protection of her clients' brands and related intellectual property.

"It is important to stay vigilant," says Liz. "I see myself as my clients' eyes and ears. If I find an infringement of their rights, I do not hesitate to bring it forward immediately, along with an action plan for how to overcome it."

Professional Affiliations

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

Awards

- Southern California Super Lawyers Rising Stars, 2018 - 2020

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 the licensor of trademark rights in the popular YOGI TEA brand in a TTAB opposition proceeding. The TTAB ruled the 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. Matter currently on appeal in 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.

Insights

December 22, 2020

Liz Sbardellati to Join Beauty Bus Foundation Board of Directors

October 15, 2020

Dr. Dre's Name Tied Up in Messy Divorce, Along With His Fortune

Bloomberg Law

July 22, 2020

Trademarks & Copyrights: Frequently Asked Questions

June 9, 2020

12 Greenberg Glusker Attorneys Selected for Super Lawyers Rising Stars

May 20, 2020

Supreme Court Unanimously Holds that Willfulness is Not a Prerequisite for an Award Disgorging Trademark Infringer's Profits

April 29, 2020

USPTO Extends Certain Deadlines Under CARES Act

November 18, 2019

Intellectual Property & Licensing Law Roundtable Discussion

Los Angeles Business Journal

October 24, 2019

When is an Original Tommy's burger not an original? When it's one of these 67 look-alikes

Los Angeles Times

June 6, 2019

12 Greenberg Glusker Attorneys Selected for Super Lawyers Rising Stars

June 7, 2018

14 Greenberg Glusker Attorneys Named Super Lawyers Rising Stars

August 12, 2014

Sterling Family Trust Completes \$2 Billion Sale of Los Angeles Clippers to Steve Ballmer

Greenberg Glusker Press Release

July 28, 2014

Judge Approves \$2 Billion Sale of Los Angeles Clippers; Allows Sale to be Completed Regardless of Appeal

Business Wire

2013

Skin Flicks Without the Skin: Why Government Mandated Condom Use in Adult Films is a Violation of the First Amendment

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