



Natasha Shabani

Of Counsel

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Natasha Shabani's practices focuses primarily on transactional intellectual property law.

Natasha specializes in trademark and copyright protection, enforcement, compliance and licensing in a variety of industries including health and beauty, fashion, software, tech, branded consumer products, and entertainment. She has particular expertise in sweepstakes and promotions law. Natasha also assists clients with domain name and website issues, including Privacy Policies, Terms of Use, UDRP disputes, and DMCA compliance.

Awards

- Selected as a "Rising Star", *Law & Politics*, 2009 - 2015

Bar Admissions

- California
- New York

Education

- Columbia University (J.D., *Harlan Fiske Stone Scholar*, 2000)
- Yale University (B.A., 1997)
 - Political Science

Representative Experience

- Drafted sweepstakes rules for an online promotional campaign on behalf of a health and beauty company.
- Drafted official rules for a skill-based online contest mobile app.

- Handling the clearance, prosecution, protection and enforcement of client's worldwide trademark portfolios.
- Negotiated a celebrity spokesperson agreement on behalf of a health and beauty company.
- Negotiated a license agreement on behalf of an upscale hair salon for sale of its hair care products in a major retail drugstore chain.
- Negotiated a production agreement for a DVD and pilot for a comedy skit.
- Negotiated a talent agreement for television show appearance on behalf of an interior designer.
- Drafted website terms and conditions and privacy policies for a health and beauty company.
- Argued and drafted an ICANN domain name dispute against a cyber squatter before the World Intellectual Property Organization on behalf of an advertising agency.

Media

October 31, 2016

Don't Lose Your Website's Safe Harbor Protection Under the DMCA: New Procedures for Registering Agents

Greenberg Glusker Client Alert

July 8, 2014

California Online Privacy Policies Put Salon Owners on the Line

November 1, 2013

Facebook Eases Restrictions on Sweepstakes and Contest

Smart Business

January 16, 2012

Are You In Compliance?

Smart Business Los Angeles

January 17, 2011

Website Privacy Policies and Terms of Use - What Are They For and Why Must They Be Posted?

Bloomberg Law Reports - Technology Law

April 15, 2010

Telemarketing to Sweepstakes Entrants Raises FTC's Hackles

Response Magazine

April 12, 2010

Are You Using Sweepstakes to Skirt the Do-Not-Call List?

Advertising Age

April 12, 2010

Website Privacy Policies and Terms of Use

Online Strategies Magazines

July 21, 2009

New Facebook Usernames Have IP Implications for Trademark Owners

ABA Business Law Section Newsletter

May 18, 2009

Advertising Agencies: Beware!

electronicRETAILER

December 19, 2008

Change to California Sweepstakes Law Heralds Increased Scrutiny for Marketers

Friday Report

January 14, 2008

Keeping Online Contests on the Right Side of the Law

Century City News

July 31, 2007

Running an Online Contest without Running Afoul of the Law

Los Angeles Lawyer

February 22, 2007

Avoid Traps in Sponsoring Contests

Los Angeles Daily Journal