

Partner, New York

Intellectual Property Litigation; Artificial Intelligence



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## Education

J.D., University of Virginia  
School of Law, 2007 (Order of the Coif;  
Member, *Virginia Law Review*)

B.A., Brandeis University, 2003  
(*summa cum laude*)

## Bar Admissions

New York

U.S. Supreme Court

U.S. Courts of Appeals for  
the Second, Ninth and Federal Circuits

U.S. District Courts for the Southern  
and Eastern Districts of New York

## Experience

Judicial Law Clerk, Hon. Eric N. Vitaliano,  
U.S. District Court for the Eastern  
District of New York  
(2009-10)

Jordan Feirman's primary practice focuses on intellectual property and sports litigation, with experience handling all stages of cases involving copyrights, trademarks, false advertising, unfair competition, domain names, rights of publicity, contract and licensing disputes, and consumer class actions. Mr. Feirman is a trusted adviser to clients in connection with intellectual property enforcement, commercial disputes, risk analyses, proceedings before the U.S. Trademark and Trial Appeal Board, market research and consumer surveys and intellectual property issues in connection with corporate mergers and acquisitions. In recognition of his work, Mr. Feirman has been named one of *Lawdragon's* 500 Leading Global IP Lawyers and a Rising Star in IP by *Managing IP*.

Mr. Feirman is a member the International Trademark Association and previously served on its U.S. Amicus Subcommittee. He regularly presents on key developments in copyright, trademark and publicity rights law, including with respect to artificial intelligence, and has authored numerous *amicus* briefs, articles and publications addressing emerging intellectual property issues. Mr. Feirman co-authored the chapter on "Appeals" in the ABA's *Copyright Litigation Strategies* treatise. In addition, he represents a variety of individuals and nonprofit organizations on a *pro bono* basis.

Significant representations include:

- Guidewell Education LLC (f/k/a Stravos Education LLC) in litigating and settling a trademark infringement action in federal court brought by Blue Cross & Blue Shield of Florida, Inc. concerning the company's "Guidewell" branding
- Peet's Coffee, Inc. in litigating and settling disputes in federal court and the Trademark Trial and Appeal Board against Nespresso USA, Inc. and Société des Produits Nestlé S.A. concerning trademark issues, including alleged trade dress rights involving the product design of single-serve espresso capsules
- Metacapital Management, L.P. in litigating and settling a federal trademark infringement litigation against Meta Platforms, Inc. (f/k/a Facebook) arising out Facebook's rebrand to "Meta"
- GrabTaxi Holdings and affiliates in successfully securing dismissal for lack of personal jurisdiction of a complaint asserting contract, fiduciary duty and misrepresentation claims in California state court
- Coty Inc. in connection with a trademark dispute against a major worldwide cosmetics company
- A major entertainment company in providing copyright risk analysis in connection with potential acquisitions of popular video game content
- Major League Soccer in connection with a variety of intellectual property and licensing matters, including with respect to IP enforcement efforts and negotiations regarding MLS player likeness and publicity rights
- The National Football League and its member clubs in a variety of intellectual property enforcement matters as well as federal lawsuits brought by sports photographers asserting claims including copyright infringement
- The National Hockey League in (i) litigating and settling a federal litigation concerning the marketing and sale of shirts featuring trademarks of the Seattle Kraken hockey club that the seller argued were protected by the First Amendment, and (ii) obtaining a permanent injunction and damages from a company that made beer steins that replicated the design of the Stanley Cup trophy

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- A major furniture company in enforcing its trademarks
  - Numerous companies, including a leading music label and a global social media platform, in connection with risk analyses and content protection strategies regarding generative and non-generative artificial intelligence models
  - A major Web3 financial infrastructure company in connection with trademark disputes
  - Matthew Bender & Company in securing dismissal of a consumer class action in New York state court for alleged deceptive practices regarding the company's *New York Landlord-Tenant Law* publication, and obtaining affirmance of the dismissal both in the Appellate Division and in the New York Court of Appeals
  - Pinduoduo Inc. and its affiliates in securing dismissal on jurisdictional grounds of claims alleging trademark infringement based on activities taking place on the company's e-commerce platform, and in obtaining an award of attorneys' fees against the plaintiff under the Lanham Act
  - Intuitive Surgical, Inc. in pursuing counterclaims in multiple federal litigations concerning false advertising and unfair competition by companies that market so-called "repair" services for Intuitive's robotic surgical instruments
  - Fresh Del Monte Produce Inc. in multiple litigations and arbitrations, including securing a favorable jury verdict and post-trial relief against Del Monte Corporation for false advertising and breach of a trademark license agreement, and enforcing Fresh Del Monte Produce Inc.'s intellectual property rights in the U.S., Europe, the Middle East and Africa
  - Various multimedia companies in connection with their acquisition of literary properties, including (i) Netflix in connection with its acquisition of Roald Dahl literary property, (ii) Embracer Group in connection with its acquisition of J.R.R. Tolkien works; and (iii) The Walt Disney Company in connection with its acquisition with Lucasfilm, Ltd.
  - Collectar Biosciences Inc. in successfully resolving a dispute against former personnel concerning diversion of Collectar's cancer-targeting biotechnology
  - Array Biopharma, Inc. in a New York state court action asserting that AstraZeneca AB breached a license agreement and underpaid Array in connection with the sublicensing of intellectual property rights in compounds for treatment of neurofibromatosis
  - Red Bull North America and its corporate parent in the defense of multiple putative class actions across the country challenging the nature and content of Red Bull's advertising statements concerning its products' benefits
  - MGA Entertainment Inc. in obtaining summary judgment against a claim of copyright infringement by the company's "Bratz" dolls and affirmance of that judgment on appeal
  - The National Collegiate Athletic Association, National Basketball Association, National Football League, National Hockey League and Major League Baseball in federal litigation concerning the legalization of state-sponsored sports gambling in the state of New Jersey
  - The National Collegiate Athletic Association, as a member of the trial team in a class action concerning the Association's rules governing amateurism and student-athlete compensation
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- ### Recent Publications
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| "New York Court Tackles the Legality of AI Voice Cloning," <i>Skadden Publication</i> , July 17, 2025                                   | "Drag, Drop, Infringe? — The Risks of Using Music on Social Media" <i>Reuters Legal News</i> , October 17, 2024   |
| "Takeaways From Gov't Report on AI Copyrightability," <i>Law360</i> , April 11, 2025  | "Copyright Office Advocates for Federal 'Digital Replica' Law," <i>Skadden Publication</i> , August 7, 2024   |
| "Appellate Court Affirms Human Authorship Requirement for Copyrighting AI-Generated Works," <i>Skadden Publication</i> , March 21, 2025 | "District Court Adopts Broad View of Copyright Preemption in Data Scraping Case," <i>Skadden Publication</i> , May 21, 2024                                       |
| "Supreme Court Limits Lanham Act Disgorgement to Named Defendants' Profits," <i>Skadden Publication</i> , March 3, 2025                 | "Supreme Court Clarifies That Copyright Damages Are Not Limited to Three Years Before Filing of an Infringement Claim," <i>Skadden Publication</i> , May 10, 2024 |
| "Court Reverses Itself in AI Training Data Case," <i>Skadden Publication</i> , February 13, 2025  | "What the Supreme Court's Jack Daniel's Decision Could Mean For the Future of Sports Merchandising," <i>Reuters Legal News</i> , January 5, 2024                  |
| "Copyright Office Publishes Report on Copyrightability of AI-Generated Materials," <i>Skadden Publication</i> , February 4, 2025        |   |
- ### Selected Presentations
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| "Ambush Marketing," New York City Bar Intellectual Property Conference, March 23, 2026                        | "Key Developments and Trends in IP Litigation," Lawline, September 14, 2023 |
| "Recent Developments in Sports Law," IP CLE Conference on Trademark, Copyright & Patent Law, January 10, 2025 |   |
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