

**Joseph M. Forgione,
Esq.**

New York Law School
185 West Broadway
New York, NY 10013

EDUCATION

LL.M. **BENJAMIN N. CARDOZO SCHOOL OF LAW**, May 2006
Intellectual Property Law

*Thesis: Rebooting the Reporter's Privilege: A Comment on First Amendment
Jurisprudence and Protecting Web Loggers from Compelled Disclosure of Confidential
Sources*

J.D. **BENJAMIN N. CARDOZO SCHOOL OF LAW**, May 2005

Managing Editor, Cardozo Studies in Law & Literature
Research Assistant, Professor E. Nathaniel Gates

B.A. **HOFSTRA UNIVERSITY**, *Sociology, cum laude*, June 2001

Phi Beta Kappa
Senior Thesis: *Male Subordination in the Work-Sphere: The Impact of Gender on
Occupational Alienation*

ACADEMIC APPOINTMENTS & INSTITUTIONAL SERVICE

2012-Present

NEW YORK LAW SCHOOL

Adjunct Professor of Law, 2012-Present

- Courses: Fashion Law Practicum, Intellectual Property Job Track:
Fashion Law, Intellectual Property Licensing and Drafting,
Intellectual Property Professional Practice: Fashion Law

Senior Fellow, Innovation Center for Law and Technology, 2021-Present

Director, Institute for CyberSafety, 2020-Present

Advisory Board Chair, Fashion Law Initiative, 2015-Present

Founding Director, Fashion Law Initiative, 2015-Present

Associate Director, Innovation Center for Law and Technology, 2016-2021

PUBLICATIONS

Law Review Articles

“Introduction: What is Real? Authenticity, Transparency, and Trust in the Digital Age of Fashion,” 64 *New York Law School Law Review* 243 (2020)

“Counterfeiting, Couture, and the Decline of Consumer Trust in Online Marketplace Platforms,” 61 *New York Law School Law Review* 195 (2017)

Articles in Progress

“Designing Trust: Blockchain Technology and the Future of the Fashion Industry”: An exploration of the rise of blockchain technology in the fashion industry and its important implications on intellectual property law.

Book Chapters

“Conflicts: Causes, Prevention, and Controlling Counterfeiting,” in *Intellectual Property Operations and Implementation in the 21st Century Corporation* (Lanning G. Bryer, Scott J. Lebson & Matthew D. Asbell eds. 2011)

HONORS & AWARDS

New York Metro Super Lawyers Rising Star, 2015-2021. Competitive regional honor for top 2% of lawyers who exhibit excellence in law practice.

CONFERENCES

(as host/organizer)

Tenth Internet Law Works-in-Progress Conference, New York Law School, New York, NY (Mar. 14, 2020)

Second Fashion Law Symposium, New York Law School, New York, NY (Oct. 26, 2018)
(Founder)

First Cyberharassment Symposium, New York Law School, New York, NY (Apr. 18, 2018)

Eighth Internet Law Works-in-Progress Conference, New York Law School, New York, NY
(Mar. 26, 2018)

First Northeast Privacy Scholars Workshop, New York Law School, New York, NY (Oct. 20, 2017)

First Fashion Law Symposium, New York Law School, New York, NY (Oct. 21, 2016) (Founder)

Sixth Internet Law Works-in-Progress Conference, New York Law School, New York, NY
(Mar. 5, 2016)

SELECTED LECTURES & PRESENTATIONS

On fashion law and technology:

- 2020 Fashion Law Conference, Federal Bar Association, New York, NY (Feb. 7, 2020)
 - The Perspective of In-House Counsel on IP Matters
- Cosplay! Fashion, Fantasy, and the Law, New York Law School, New York, NY (Oct. 22, 2019)
- Fashion Law Symposium | What Is Real? Authenticity, Transparency, and Trust in the Digital Age of Fashion, New York Law School, New York, NY (Oct. 21, 2018)
 - Master Class: Exploring the Business of Fashion and Law
 - Knock It Off: Fashion, Fakes, and the Online Marketplace
 - Disrupting Fashion: Social Media, Influencers, and the Law
 - Tech Talk: Blockchain and the Future of Fashion
- Intellectual Property Enforcement in the Fashion Industry, Benjamin N. Cardozo School of Law, New York, NY (Mar. 16, 2017)
- Fashion Law Symposium | Robot Couture: The Future of Fashion, Law and Technology, New York Law School, New York, NY (Oct. 21, 2016)
 - Fashion Brand Protection Initiatives and Anti-Counterfeiting in the Digital Age
 - Wearable Tech: At the Crossroads of Intellectual Property and Privacy
 - 3D Printing: A New Frontier in Fashion Law
- Fashion Law & Technology: 3D Printing and Its Legal Implications, New York Law School, New York, NY (Nov. 20, 2013)
- Fashion Law: The Opportunities and Threats of 3D Printing, New York County Lawyers' Association, New York, NY (May 16, 2013)
- Is Everything A Remix? The Tension between Innovation and Proprietary Rights in Intellectual Property Law, Benjamin N. Cardozo School of Law, New York, NY (Apr. 18, 2012)
- Careful, That Is A Louis Vuitton: Trademark Use and Misuse in Movies and TV, Benjamin N. Cardozo School of Law, New York, NY (Mar. 8, 2012)
- Fashion Law Speaker Series: Fashionably Law, New York Law School, New York, NY (Mar. 25, 2010)

PROFESSIONAL WORK EXPERIENCE

2010-Present

GIOCONDA LAW GROUP PLLC

New York, NY

Attorney, Group Director, Litigation and Intellectual Property

- Focus on intellectual property (IP) litigation, enforcement, and transactional counseling for companies including American Express, Burberry, Casio, Coach, Estée Lauder, Hermès, Lululemon, Michael Kors,

Proraso, Salvatore Ferragamo, Sherri Hill, Stuart Weitzman, Technicolor, and Tiffany & Co.

- IP Enforcement: develop and oversee successful global enforcement programs in collaboration with in-house counsel by identifying, investigating, analyzing, and acting against online and offline counterfeiters and infringers.
- IP Investigations: conduct online and offline investigations against counterfeiters and infringers as a licensed private investigator, including undercover audio/video surveillance, evidential buys, and investigative reporting.
- IP Litigation: assist with the management of IP litigation matters, liaise with in-house counsel and global IP legal teams on strategic litigation planning, and provide strategic analysis to link groups of online “rogue” infringers and offline operations.
- IP Management: develop and implement trademark training programs, manage cease and desist programs, prepare demand letters, draft affidavits of authentication, conduct trademark searches for global trademark clearance, attend industry conferences, and manage other IP-related projects.
- IP Transactional Practice: counsel, negotiate, and draft IP licenses in the entertainment and music industries, including working with client producers and licensing managers on digital media usage rights and third-party IP clearances.
- Trademark Strategy Development: collaborate with in-house IP team members to develop and implement global trademark strategies, advise legal and business teams on best practices, and track and analyze infringement data for trends, intelligence and investigative targeting.
- Trademark Portfolio Management: coordinate with in-house counsel to manage and protect domain name portfolios, including Uniform Dispute Resolution and Uniform Rapid Suspension for new generic top-level domains.

2006-2010

CHANEL, INC.

New York, NY

Legal Assistant, Corporate Legal Department

- Participated in many aspects of online and offline IP enforcement, including the removal of more than 500 counterfeit websites located in Asia.

- Managed all online takedown programs for search engines, shopping directories, trade boards, auction sites, and social networking sites.
- Completed offline undercover investigations with evidential buys that targeted vendors selling counterfeit merchandise in Washington D.C.
- Participated in warehouse raids in New Jersey and conducted product training sessions for law enforcement officers in New York City.
- Drafted cease and desist and follow-up correspondence to counterfeiters and infringers, as well as case summaries, letters, and memoranda.
- Provided legal support on a wide range of transactional matters in the fields of labor and employment and real estate.

2006

TIME INC.

New York, NY

Legal Extern, Law Department

- Conducted legal research projects for counsel at *InStyle*, *Real Simple*, *This Old House*, and *Sports Illustrated* magazines.

2005-2006

7 FOR ALL MANKIND LLC ("7 JEANS")

New York, NY

Legal Intern, Legal Department

- Participated in the global anti-counterfeiting campaign at 7 Jeans, including drafting a successful international trademark opposition.
- Completed offline undercover investigations that targeted retailers and distributors accused of selling infringing goods in New York City.
- Wrote cease and desist and follow-up correspondence to counterfeiters and infringers and worked closely with investigative firms.
- Prepared anti-counterfeiting identification materials for use at U.S. Customs and local law enforcement product training sessions.
- Drafted summaries, letters (e.g., trademark infringement, consumer confusion, engagement, flea market, and restitution), memoranda, and reviewed licenses, confidentiality agreements, distribution agreements and settlement agreements.

2005

KATE SPADE LLC

New York, NY

Summer Associate, Legal Department

- Participated in global anti-counterfeiting campaign, including a civil seizure of counterfeit merchandise from flea market vendors in Pennsylvania.
- Completed offline undercover investigations that targeted vendors selling counterfeit merchandise on Canal Street in New York City.
- Wrote cease and desist and follow-up correspondence to counterfeiters and infringers and worked closely with investigative firms.
- Drafted file wrapper summaries, letters (trademark infringement and exclusivity), memoranda, and reviewed licenses and distribution agreements.

1999, 2000

HOME BOX OFFICE (“HBO”)

New York, NY

Corporate Law Clerk, Legal Department

- Assisted with discovery process for trademark infringement litigation and maintained the HBO corporate file room.

PROFESSIONAL LICENSES

Bar Admissions

United States District Court, S.D.N.Y., 2014
New York State Bar, First Department, 2013

Other Licenses

Private Investigator, New York Department of State Division of Licensing Services, 2013