



## Irene M. Hurtado

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Food & Beverage | Intellectual Property | Trademarks & Copyrights | Design, Fashion & Luxury

Irene Hurtado focuses on trademark, trade dress and copyright infringement cases; trademark counterfeiting, trademark dilution, unfair competition, and false advertising; and claims involving misappropriation of trade secrets and cybersquatting. She has participated in both jury and bench trials in both federal and state court and has a successful track record both on the trial court level and the appellate court level.

Irene has represented numerous clients in trademark and trade dress infringement and counterfeiting matters, as well as copyright infringement matters, in federal courts throughout the United States. She has handled intellectual property litigation relating to a variety of industries, including fashion, publishing, textiles, food, snacks, and beverages, health and nutritional supplements, toys, computer software, pool and spa products, outdoor furniture, and dinnerware. In doing so, she has successfully obtained temporary and preliminary injunctive relief for her clients on an emergent basis, as well as permanent injunctive relief and monetary damages.

In representing clients in connection with trademark counterfeiting claims, Irene has also successfully obtained and executed, in cooperation with the U.S. Marshalls Service, seizure orders allowing clients to take possession of counterfeit goods and prevent further distribution and sale of those goods by counterfeiters, as well as orders freezing assets belonging to counterfeiters.

She has successfully represented clients within the defense industry in connection with misappropriation of trade secrets and breach of contract claims. She has also successfully represented clients in connection with litigation arising from or relating to restrictive covenants and claims of misappropriation of trade secrets in the employment context. She has also represented clients in disputes arising under the Uniform Commercial Code and in complex commercial litigation, including claims for breach of contract, fraud, and breach of fiduciary duty.

In addition, Irene counsels clients in connection with trademark selection, trademark clearance, and the proper usage and protection of their intellectual property, including trademarks, copyrights, and trade dress. She also represents clients in trademark prosecution and enforcement proceedings before the United States Patent and Trademark Office and counsels clients in connection copyright registration matters.

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### Education

Fordham University School of Law, JD, 2000

Saint Peter's College, BA Political Science and History, *cum laude*, 1997

### Bar Admissions

New York

New Jersey

**Court Admissions**

U.S. Court of Appeals, Federal Circuit

U.S. Supreme Court,

**Memberships and Certifications**

New York State Bar Association  
Intellectual Property Division

**Articles**

Observations on the EVA Performance Measure, CEO Pay Bulletin, 8.1.2019

**Speaking Engagements**

Business Essentials: Protecting Intellectual Property, US Commercial Service, 11.7.2019