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Polsinelli Strengthens Trademark Litigation and Brand Protection Capabilities with Jared Kagan in New York

(Nov. 9, 2026) Polsinelli has added Jared I. Kagan as a shareholder in its New York office, continuing the firm's sustained growth in one of its fastest-growing markets while strengthening its trademark litigation and brand protection capabilities. Kagan has represented major companies in high-stakes intellectual property disputes, including matters before the U.S. Supreme Court and federal courts of appeals.

"Protecting intellectual property is increasingly central to how companies preserve their competitive advantage and long-term business value," said Patrick C. Woolley, who leads Polsinelli's Intellectual Property practices. "Jared's arrival reflects our continued investment in strengthening our national intellectual property platform and ensuring clients have access to experienced counsel across the full spectrum of their needs, from protecting valuable assets to defending those rights in high-stakes litigation."

Kagan represents clients in complex trademark, false advertising and commercial disputes, helping companies protect their brands and navigate matters involving infringement, consumer confusion and competitive advertising. An experienced trial and appellate litigator, he handles disputes through all stages of litigation, including preliminary injunction proceedings, trial and appeal, while also advising clients on trademark ownership, registration and enforcement. His experience includes representing Booking.com in its landmark 8-1 U.S. Supreme Court victory concerning the trademark registrability of BOOKING.COM, and his practice spans the retail, technology, financial services, food and beverage and media and entertainment industries.

"Jared has worked on some of the most significant trademark disputes in the country for some of the world's most recognizable brands. His experience is at the intersection of litigation, brand strategy and advertising and adds valuable depth to our trademark litigation and brand protection capabilities. Jared and I have worked as co-counsel in high-profile matters, and I know that we are fortunate to have him join our team," said Adam S. Weiss, Polsinelli's Trademark, Copyright & Branding Chair. "He understands what is at stake for companies when their brands and competitive positions are challenged, and he knows how to navigate those disputes at the highest levels of the federal judiciary. That perspective will be an asset to our clients and our practice."

Kagan's advertising practice includes challenging competitors' advertising and defending clients' marketing claims in false advertising litigation, class actions and trade disparagement matters as well as proceedings before the National Advertising Division. He is also a co-author of The Law of Advertising, Marketing and Promotions, a comprehensive treatise on advertising law. In addition, he litigates copyright disputes and represents media and entertainment companies in matters involving defamation, rights of publicity, privacy and First Amendment issues.

“Polsinelli has built an impressive intellectual property practice with a strong reputation for handling sophisticated disputes across industries,” said Kagan. “I was drawn to the firm’s collaborative culture, the depth of its talent and the opportunity to work with colleagues who bring complementary experience across a wide range of practices. I am excited to contribute to the continued growth of the firm’s trademark litigation capabilities and to work alongside my new colleagues in helping our clients protect their brands and navigate complex legal and business challenges.”

Kagan previously served as co-chair of the New York City Bar Association’s Trademarks and Unfair Competition Committee and has co-authored U.S. Supreme Court amicus briefs on behalf of the International Trademark Association. He earned his J.D., *summa cum laude*, from New York Law School and his B.S. from Cornell University.

Polsinelli’s **Trademark, Copyright & Brand Protection Practice** advises clients on brand clearance and portfolio strategy, trademark and copyright registration and enforcement, advertising and marketing matters, TTAB proceedings, domain name disputes and intellectual property litigation. The practice works with companies across industries to protect, manage and enforce brands while aligning intellectual property strategies with broader business objectives.

About Polsinelli

Polsinelli is an Am Law 100 firm with more than 1,200 attorneys in over 25 offices nationwide. Recognized as one of the top firms for excellent client service and client relationships, Polsinelli is committed to meeting our clients’ expectations of what a law firm should be. Our attorneys provide value through practical legal counsel infused with business insight, offering comprehensive corporate, transactional, litigation and regulatory services with a focus on health care, real estate, finance, technology, private equity and life sciences. Polsinelli PC, Polsinelli LLP in California, Polsinelli PC (Inc) in Florida.