

Susan Piascik Christoff

Special Counsel



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Trademark, Copyright and Advertising

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Susan Christoff focuses on client counseling, licensing, due diligence analyses and litigation in the fields of trademark and copyright law. Specifically, she advises clients on the selection, clearance, adoption and use of trademarks, domestic and international trademark prosecution and enforcement, trademark portfolio management and the development of comprehensive branding strategies.

Susan represents clients before the US Trademark Trial and Appeal Board and in internet domain disputes in front of the World Intellectual Property Organization. She also has experience in anti-counterfeit enforcement matters, including working with customs authorities in the US and throughout the world to detect and detain counterfeit goods.

While in law school, she acted as external affairs editor for the University of Richmond Journal of Law & Technology and served as a member of the Client Counseling & Negotiation Board.

Prior to law school, Susan was a patent examiner at the US Patent & Trademark Office in the mechanical technologies group.

Education

University of Richmond School of Law
JD cum laude, 2006

University of Virginia
BS , 2001

Admissions & Credentials

District of Columbia

Court Admissions

US District Court for the Eastern District of Virginia

Rankings & Accolades

Chambers USA: Intellectual Property: Trademark, Copyright & Trade Secrets – District of Columbia (2023 – 2024)

Memberships & Affiliations

American Bar Association (ABA)

Virginia Bar Association - Intellectual Property Division