

Title: Meet Andrea L. Calvaruso, she is the attorney that handles Gmerica's trademark.

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Andrea Calvaruso chairs the firm's Trademark and Copyright practice group and is a member of the firm's Executive Committee. She represents clients from a wide range of industries, including retail, fashion, entertainment and consumer products, working diligently to build and enforce their intellectual property rights both in the U.S. and abroad. Andrea's practice is unique in that she has broad experience in prosecution and transactional work as well as litigation. As a result, she offers her clients far more breadth and depth of practice than most of her peers. Andrea not only helps her clients build and protect their intellectual property rights through strategic counseling and domestic and international prosecution, but also aggressively represents such clients in court and other adversarial proceedings.

Andrea's abilities are recognized in the 2013–2022 editions of **Chambers USA**, the 2011–2022 U.S. editions of **The Legal 500 U.S.**, and the 2017-2018 editions of **World Trademark Review**. In **Chambers**, Andrea's clients praise her as “smart, reliable, trustworthy, knowledgeable and responsive,” that she “understands IP inside out,” is “smart, capable and pragmatic” and “has a dynamic personality and is very good at negotiating through difficult matters.” In the **World Trademark Review**, it was noted that “her all-encompassing appreciation for trademark law is complemented by holistic outlook, meaning that she leaves no stone unturned.” In **Legal 500**, she is noted as “exceptional.” Also notable, Andrea served as chair of the copyright and literary property committee of the New York City Bar Association from 2013–2016.

Andrea regularly negotiates and drafts intellectual property-related agreements, and advises on issues pertaining to the evaluation of ownership interests and licensing matters. She also handles trademark search evaluations, content clearance, U.S. copyright filings, and domestic and international trademark filings. As many of Andrea's clients have international operations, she advises on the management of their worldwide trademark portfolios and trademark enforcement programs, including instruction and supervision of litigation and opposition proceedings on a global scale.

Andrea is a highly effective litigator. She has favorably resolved and litigated claims pertaining to trademark, trade dress, unfair competition, rights of publicity and copyright cases. Her experience includes the successful advocacy and resolution of claims before the U.S. Federal District Court, and inter partes proceedings before the U.S. Trademark Trial and Appeal Board (TTAB), as well as ICANN proceedings. Andrea views every dispute as unique, and is dedicated to creating a tactical advantage, both in and out of court. She works closely with her clients to design creative strategies that have the best possible chance of succeeding.

At this point you may be thinking OP why should I care who the attorney is, and that is fair. What I found interesting on the firm's site was the articles on blockchain.

[<https://www.kelleydrye.com/KelleyDrye/media/General-Documents/Strategies-For-Combating-Unauthoriz>

ed-Blockchain-Name-Use.pdf](https://www.kelleydrye.com/KelleyDrye/media/General-Documents/Strategies-For-Combating-Unauthorized-Blockchain-Name-Use.pdf)

It appears that this young lady with a warm smile and the badass leather jacket is involved in bringing blockchain safety to the table.

Will it be important down the road? How would I know I just eat crayons and watch the ticker?

Your's in this life and the next,

Danny