

## Aaron D. Hendelman

PARTNER

Trademark and  
Advertising

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Palo Alto

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### FOCUS AREAS

Advertising, Promotions,  
and Marketing

Consumer Litigation

Electronic Gaming

Federal Trade Commission

Fintech and Financial  
Services

Trademark and Advertising

Trademark and Copyright  
Litigation

### HIGHLIGHTS

#### Practice Leadership

Aaron leads the firm's trademarks and advertising team, focusing on the areas of trademark, advertising, unfair competition, copyright, retail, rights of publicity, social media, and consumer law.

#### Comprehensive Trademark, Copyright, and Advertising Expertise

He represents clients in trademark, copyright, and advertising disputes and counsels clients regarding domestic and global trademark and copyright matters.

#### A Recognized Practitioner

Aaron is consistently recognized as a leader in his field by *Chambers USA* and *World Trademark Review*.

#### Thought Leadership

Aaron speaks often on IP, advertising, and marketing law matters.

### EXPERIENCE

Aaron Hendelman heads the firm's trademark and advertising team, which has been recognized in *Chambers and Partners' USA* and *Global* guides, as well as *World Trademark Review's WTR 1000*. His practice focuses on trademark, advertising, unfair competition, copyright, retail, rights of publicity, social media, and consumer law. He represents clients in trademark, copyright and advertising disputes; domestic and global trademark and copyright matters; intellectual property licenses and transactions; advertising, marketing, and promotions strategies; and internet and domain-name issues. Aaron regularly represents public and private companies in complex transactions involving intellectual property rights and advertising matters. He also has represented clients in challenges before the Federal Trade Commission and consumer protection agencies such as the National Advertising Division of the Better Business Bureau.

Aaron has been consistently recognized as a leader in his field by key directories including *Chambers USA* and *World Trademark Review (WTR)*. In *Chambers USA*, clients have described him as "a creative and business-minded lawyer" who "knows how to give strategic and practical advice by putting himself in the shoes of his clients." *WTR* has highlighted Aaron's forward-thinking counsel, remarking that he is "always up to speed on the latest developments in the technology and business worlds, he has valuable insight on the IP issues associated with non-fungible tokens and many other bleeding-edge topics that are not yet on the radar of his peers." They have also referred to him as a "quick-footed, practical, experienced, and speedy" attorney. In addition, the publication has called Aaron a "go-to lawyer for trademark, licensing, and advertising issues" on the West Coast and notes that he "provides the most intelligent, sensitive, and practical advice possible."

Following law school, Aaron clerked for the Honorable David R. Thompson of the U.S. Court of Appeals for the Ninth Circuit.

## CREDENTIALS

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### Education

- J.D., University of Texas School of Law, 1998  
*Order of the Coif; Editor, Texas Law Review*
- Master of Philosophy, Cambridge University, 1996
- B.A., Political Science, Stanford University, 1993  
*With Honors*

### Associations and Memberships

- Member, International Trademark Association (INTA)
- Past Member, INTA Internet Committee
- Past Member, INTA Emerging Issues Committee
- Past Member, WSA (Washington Software Alliance) Investment Forum Board
- Past Member, Special Committee on Promotion and Marketing Law, American Bar Association, Intellectual Property Law Section

### Honors

- Recognized in the 2016-2017 and 2020-2026 editions of *WTR 1000—The World's Leading Trademark Professionals*
- Named in the 2009-2025 editions of *Chambers USA: America's Leading Lawyers for Business*, in which sources noted that his "experience and strategic approach, together with his calm personality brings comfort even in more complicated or stressful situations"

### Admissions

- State Bar of California
- State Bar of Washington

## CLIENTS

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### Select Clients

- Arlo
- DoorDash
- Everlywell
- FINRA
- Khan Academy
- Kooapps
- Luma AI
- Lyft
- Mayfield Fund
- Netgear
- Prada
- Roblox
- Shopify
- Tencent
- Tensor
- Thinking Machines
- UPSIDE Foods
- Zazzle

## INSIGHTS

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### Select Publications

- Co-author, "FTC Issues Final Rule Banning Fake and Misleading Consumer Reviews and Testimonials," Wilson Sonsini Alert, August 22, 2024
- Co-author, "The ELVIS Act: Setting the Stage for Policing Unauthorized Use of AI-Generated Sound and Likeness," Wilson Sonsini Alert, April 29, 2024
- Co-author, "FTC Seeks Comments on Proposed Rule Requiring Disclosure of Fees in Consumer Goods and Services," Wilson Sonsini Alert, October 16, 2023
- Co-author, "What's in a Review? The FTC's Updated Endorsement Guides and Proposed New Rule on Consumer Reviews," Wilson Sonsini Alert, July 6, 2023
- Co-author, "Marketing in the Metaverse," Wilson Sonsini Alert, April 13, 2023
- Co-author, "Last Call for the FTC's Green Guides," Wilson Sonsini Alert, January 30, 2023
- Co-author, "FTC Releases Health Products Compliance Guidance," Wilson Sonsini Alert, January 3, 2023
- Co-author "Courts Provide Guidance on the Depiction of Real-World Works Including Video Games," Wilson Sonsini Alert, November 1, 2022

- Co-author, “Recent Ruling Suggest Defendant Wins in Loot Box Cases Are Common, Appeals All Pending,” Wilson Sonsini Alert, April 7, 2022
- Co-author, “Trademark Law: More Than an ‘After Thought’ In Video Game Anti-Piracy Efforts,” Wilson Sonsini Alert, June 15, 2021
- Co-author, “N.Y. District Court Rules on Depictions of Products and Works in Video Games,” Wilson Sonsini Alert, May 18, 2020
- Co-author, “ESRB Introduces New Disclosure for Loot Boxes on the Heels of Regulatory and Litigation Developments,” Wilson Sonsini Alert, April 24, 2020
- Co-author, “Brexit to Begin Transition Period for Brand Owners Seeking UK Trademark Protection,” Wilson Sonsini Alert, January 30, 2020

### Select Speaking Engagements

- Moderator, “Navigating Contests and Sweepstakes with Your Marketing Team: An In-House Perspective,” and Presenter, “Advertising Review and Substantiation: Best Practices for Marketing Teams,” Association of Corporate Counsel San Francisco Bay Area, Marketing Meets Law: Your Guide to Compliance and Creativity CLE, Palo Alto, June 18, 2025
- Panelist, “Product Endorsements by Doctors, Influencers, and Celebrities,” 30th Annual Medical Device Digital Health Conference, Wilson Sonsini, June 2023
- Panelist, “Hot Topics in Advertising for Cutting Edge Fashion, Beauty, and Entertainment Brands,” Los Angeles, California, May 24, 2023
- “Taking the Prize: Keeping Your Promotions on the Right Side of the Law,” Retail Law Conference 2022, October 2022
- Panelist, “IP To-Go: Intellectual Property for NFTs and Cryptocurrencies,” Clubhouse, April 26, 2021
- Moderator, “IP Representations and Related Provisions in M&A Transactions,” International Trademark Association Annual Meeting, Barcelona, Spain, May 23, 2017
- Co-presenter with J. Slafsky, “Hot Topics in Marketing Law,” WSGR College for Clients, Palo Alto, California, February 28, 2017
- Co-presenter with J. Slafsky and T. Shapiro, “Hot Topics in Marketing Law,” WSGR College for Clients, Palo Alto, California, October 17, 2012
- Co-presenter with J. Slafsky, “Marketing & Advertising,” WSGR Entrepreneurs College, Palo Alto, California, June 13, 2012
- “Sweepstakes and Contests: Overview and Update,” Advertising and Marketing Law: New Technologies and New Challenges, Washington State Bar Association, April 2012
- “FTC’s Green Guides: Impacts on Renewable Energy Marketing,” Law Seminars International telebriefing, December 1, 2010
- Co-presenter with J. Slafsky, “Emerging Issues in Marketing Law,” Wilson Sonsini Goodrich & Rosati College for Clients Series, Palo Alto, California, November 4, 2010
- “Travel Industry – Going Places: Social Media and Keyword Advertising Issues,” International Trademark Association’s 132nd Annual Meeting, Boston, Massachusetts, May 26, 2010
- “‘Mikey Likes It!’: Does the FTC?” South by Southwest, Austin, Texas, March 15, 2010
- “New FTC Guidance for Endorsements and Testimonials in Advertising - Social Networking Sites, Blogs, Twitter: Threats to Section 5 Compliance,” Strafford CLE webinar, January 20, 2010