

Brandon P. Leahy

SENIOR COUNSEL

Trademark and
Advertising
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FOCUS AREAS

Advertising, Promotions,
and Marketing

Litigation

Trademark and Advertising

Trademark and Copyright
Litigation

EXPERIENCE

Brandon Leahy is senior counsel in the San Francisco office of Wilson Sonsini Goodrich & Rosati, where he practices trademark, copyright, and advertising law. He advises clients on all aspects of brand protection and enforcement in the U.S. and internationally, including clearance and selection of trademarks, prosecution of trademark applications, and licensing and transactions. He also represents clients in federal court litigation, in disputes before the Trademark Trial and Appeal Board, and in arbitration proceedings involving domain names.

Brandon serves on the firm's Pro Bono Committee, which manages, coordinates, and leads the firm's pro bono efforts, and he is a three-time recipient of the firm's highest award for pro bono legal service, the John Wilson Award. Brandon's pro bono practice includes advising several Bay Area non-profits in trademark and advertising matters and representing San Francisco tenants in landlord-tenant disputes, among other things.

Before joining the firm, Brandon served as a judicial clerk to Justice Joyce Kennard of the California Supreme Court and later practiced trademark law with the firm Duane Morris. While attending law school, Brandon worked as a research assistant for trademark scholar J. Thomas McCarthy, author of the leading treatise *McCarthy on Trademarks and Unfair Competition*.

CREDENTIALS

Education

- J.D., University of San Francisco School of Law, 2012
Senior Staff Member, University of San Francisco Law Review; *Recipient, Intellectual Property Law Certificate (Honors)*; *Recipient, CALI Awards for Excellence for the Highest Grade Achieved in Advanced Constitutional Law and Entertainment and Media Law*
- B.A., Political Science, Sonoma State University, 2008

Associations and Memberships

- Member, International Trademark Association

Honors

- Recipient, John Wilson Award for pro bono service, Wilson Sonsini Goodrich & Rosati (2017-2018, 2018-2019, 2020-2021)
- Recipient, Pro Bono Service Award, Wilson Sonsini Goodrich & Rosati (2019-2020)

Admissions

- State Bar of California
- U.S. District Court for the Northern District of California
- U.S. District Court for the Central District of California

INSIGHTS

Select Publications

- Co-author, "Brands In the Metaverse: Opportunities, Risks and Strategies," *The Intellectual Property Strategist*, March 2022
- Co-author, "From the PTO to the FDA: What to Consider When Branding Clinical Trials," *The Intellectual Property Strategist*, Vol. 27, No. 5, February 2021
- "You Know What It Is: Taco Tuesday and the Failure-to-Function Doctrine in Trademark Law," *The Intellectual Property Strategist*, March 2020
- Co-author with S. Cowley, "Protecting the Return on Your Investment: The Value of Timely Registering All Images in Your Portfolio," *Image Rights*, June 2016
- "Supreme Indecision: Copyright's First-Sale Doctrine in the Gray Aftermath of *Costco v. Omega*," *Intellectual Property Law Bulletin*, Fall 2011

Select Speaking Engagements

- Presenter, "Strategies for Global Brand Expansion and Enforcement on Any Budget" and "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
- Presenter, "Unlocking the Power of Branding: Elevate Your Life Sciences IP Strategy," San Francisco Bay Area Chapter of the Association of Corporate Counsel, Life Sciences Conference, March 5, 2025