




Kate A. Sherlock

Partner

Intellectual Property / Business Counseling

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Overview

Kate collaborates with clients to protect their intellectual property (IP) rights and data. Serving her clients both as a savvy business counselor and a strategic litigator, Kate represents companies of all sizes across most major industries, including the technology, automotive, entertainment, fashion, and cannabis industries.

Utilizing her extensive commercial contracting experience, Kate works with clients to draft and negotiate master service agreements, software licensing and SaaS agreements, social media influencer agreements, name and likeness releases, publishing agreements, and other technology, media, and data-related agreements. She regularly counsels clients on the right to use and ability to register trademarks and copyrights, prepares licensing agreements, performs targeted intellectual property due diligence, and handles intellectual property assignment arrangements for clients undergoing significant corporate change. Prior to becoming a lawyer, Kate worked both as a professional musician and within the entertainment industry so she is familiar with the creative issues that artists, contractors and others face, particularly with respect to IP issues. Her creative background serves her clients well in matters involving contract drafting, negotiating, and revising.

As a member of the firm's Data Privacy & Cybersecurity Group, Kate helps clients comply with various data privacy laws, including the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR). She reviews third-party vendor contracts and service level agreements and drafts both internal and outward facing policies and procedures governing data privacy and cybersecurity, including data processing agreements and privacy notices.

Representing her IP clients in litigation matters, Kate regularly handles trademark opposition and cancellation proceedings before the TTAB and UDRP domain disputes. She has litigated in federal and state court in matters involving trademark and copyright infringement, false advertising, trade secret misappropriation, domain name

disputes, and general contract and business tort disputes. Her goal is always to prepare and guide clients through the litigation process as efficiently and seamlessly as possible, effectively communicating with them at all times so that they understand and are satisfied with the outcome she helps them achieve.

Clients appreciate Kate's empathetic and approachable nature. In her practice, Kate puts herself in her clients' shoes so she can understand both their legal and business goals to creatively find the right solution to address their priorities.

During law school, Kate interned for the Honorable Joel Schneider, United States Magistrate Judge for the District of New Jersey, and completed a five-month co-op with Comcast in Philadelphia, Pennsylvania. She was a member of the Drexel Law Review and also contributed over 100 pro bono hours to the Philadelphia Volunteer Lawyers for the Arts. Prior to attending law school, Kate worked as a Media Licensing Coordinator in the Business and Legal Affairs Department of MTV Networks where she negotiated third-party licensing agreements on behalf of MTV, VH1, and Comedy Central. She also has extensive experience in licensing music for placement in television and movies.

Representative Experience

- Negotiated and drafted master service agreement and data processing agreement between IT service provider and Fortune 100 company.
- Counseled esports organization on trademark portfolio and branding.
- Drafted merchant agreement and end-user policies for e-commerce mobile app developer.
- Negotiated and drafted social media influencer agreements on behalf of international fashion companies.
- Drafted and negotiated name, image and likeness releases for actors performing in commercials.
- Negotiated and drafted settlement agreement between board game creator and graphic designer.
- Successfully defended alcoholic beverage distributor against priority claims in trademark opposition proceeding at the TTAB.
- Counseled international fashion company on data privacy laws, including CCPA, CPRA, and GDPR, and drafted privacy policy, terms of use, and cookie policy.
- Drafted intellectual property assignment and licensing agreements as part of health care corporation's conversion to a non-profit entity.
- Drafted and negotiated publishing agreement on behalf of author.



Professional and Community Involvement

- Parent Teacher Association – Haddonfield, NJ (2022-present)
- Technology Council- Burlington County Regional Chamber of Commerce (2018-2019)
- Mock Trial Coach for Bishop Eustace High School (2014-2015)

Select Articles

- “Governor Murphy Signs NJ Legislation Protecting Consumer Data,” *Archer Client Advisory* (January 2024)
- “New Jersey Legislature Passes Comprehensive Consumer Privacy Bill,” *Archer Client Advisory* (January 2024)
- “Cultivating a Cannabis brand,” *NJ Cannabis INSIDER, Issue 260* (June 2023)
- “UDRP: Still a Powerful and Efficient Tool for Combatting Anonymous Cybersquatters,” *The Legal Intelligencer* (March 2023)
- “Tools for Combating Cybersquatting,” *Commerce Magazine* (January 2023)
- “Privacy Law Changes Are Coming: Is Your Business Ready?,” *Archer Client Advisory* (October 2022)
- “CLOSING ENTRY: On your mark - An intellectual property attorney’s tips for launching a brand,” *NJBIZ* (May 2021)
- “Data Privacy and Cybersecurity Issues For The Transactional Attorney,” *The Barrister, CCBA* (June 2019)
- “CBD Industry Buzzing: USPTO Gives the Green Light to (Some) CBD Trademarks,” *Archer Client Advisory* (May 2019)
- “New Jersey Passes Law Protecting Employee Rights to Own and Use Inventions Developed Using Personal Time and Resources,” *Archer Client Advisory* (March 2018)

Past Speaking Engagements and Seminars

- “Cybersecurity Checklist: 10 Steps To Protect Your Business,” Guest Columnist, Chamber of Commerce Southern NJ (January 2019)

In the News

- “Protect Data Privacy or Pay the Price,” *NJ Business Magazine* (9/12/19)



Credentials

Education

- Drexel University, JD, *cum laude*
- Drexel University, BS, *magna cum laude*

Bar Admissions

- New Jersey
- Pennsylvania
- U.S. District Court for the District of New Jersey
- U.S. District Court for the Eastern District of Pennsylvania

Offices

- Voorhees, NJ

Areas of Focus

Practice

- Business Counseling
- Data Privacy & Cybersecurity
- Intellectual Property

Industries

- Apparel & Textile
- Digital Imaging Solutions
- Media, Internet & Advertising
- Retail & E-Commerce
- Sports & Entertainment

