

H. Straat Tenney

Counsel

New York

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Straat helps clients navigate their complex IP issues through clear and actionable advice. With in-house experience at multinational corporations in the apparel and consumer products industries, he brings a practical business perspective to his IP practice.

OVERVIEW

Straat counsels clients on a wide range of intellectual property matters, including U.S. and international trademark portfolio management, trademark clearance and enforcement, and anti-counterfeiting actions. His clients range from major manufacturing companies to startups in industries such as consumer products, apparel, food, cosmetics, and luxury brands. Straat represents clients before federal district courts and the Trademark Trial and Appeal Board.

Straat has obtained monetary judgments against counterfeiters, negotiated settlements on behalf of clients in trademark infringement cases, and managed international policing programs for famous brands.

Straat brings a proactive approach to avoiding potential legal issues before significant investments are made, helping to secure robust protection against potential infringers.

REPRESENTATIVE MATTERS

- Obtained a monetary judgment against a counterfeiter of a famous trade dress for pocket knives, significantly deterring future counterfeit activities.
- Secured a settlement for a large watch manufacturer in a federal trademark infringement and dilution action, protecting the client's brand integrity.
- Conducted due diligence for the purchase of a consumer food company and a personal care products company.
- Managed discovery in federal lawsuits and drafted pleadings, motions, and briefs in administrative and federal courts.
- Negotiated and drafted co-existence and settlement agreements.
- Advised a client on mobile application development, drafting privacy policies, terms of use, user codes of conduct, and DMCA policies.
- Managed international policing programs for clients' famous brands, advising on opposition and cancellation actions and implementing foreign filing programs.

AWARDS

- *Super Lawyers®* New York Metro Rising Star, Intellectual Property (2018-2021)
- *World Trademark Review 1000* (2023-2025)

TOP AREAS OF FOCUS

- Intellectual Property
- Patent Litigation
- Trademark + Copyright

ALL AREAS OF FOCUS

- Domain Name Litigation + UDRPs
- Entertainment
- Intellectual Property
- Patent Litigation
- Trademark + Copyright

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Member, International Trademark Association Non-Traditional Marks Committee
- Member, International Trademark Association Anticounterfeiting Committee (2024-2025)
- Member, Federal Bar Council Intellectual Property Committee
- Member, American Bar Association
- Member, University of New Hampshire Franklin Pierce School of Law Dean's Advisory Council

EDUCATION AND CERTIFICATIONS

EDUCATION

- University of New Hampshire Franklin Pierce School of Law, J.D., *cum laude*
- Franklin & Marshall College, B.A.

BAR ADMISSIONS

- New York

COURT ADMISSIONS

- U.S. District Court, Southern District of New York
- U.S. District Court, Eastern District of New York
- U.S. District Court, Eastern District of Michigan

SPEAKING ENGAGEMENTS

- Panelist, “Questions for USPTO,” International Trademark Association: Non-Traditional Marks Committee, November 7, 2023.
- Speaker, “Intellectual Property and Information Technology Section Meeting,” World Law Group, February 16, 2023.
- Speaker, “Non-Traditional Marks: Business and Legal Perspectives,” International Trademark Association, October 5, 2022.
- Speaker, “Intellectual Property and Information Technology,” World Law Group, March 1, 2022.

PUBLICATIONS

- Podcast, “NFTs on Trial: The Yuga Labs Verdict and What It Means for the Digital Frontier,” *The Crypto Exchange*, November 4, 2025
- Co-author, “The Route to Success Against Counterfeiters and Digital Pirates in the United States,” *International Trademark Association*, October 23, 2025.
- Co-author, “Your Brand, Their Bait: Fighting Impersonation in the Age of Digital Deception,” *Troutman Pepper Locke*, August 19, 2025.
- Co-author, “Kicking Around the Post-Sale Confusion Doctrine in English and US Courts,” *The Trademark Lawyer*, May 22, 2024.
- Co-author, “INFORM Consumers Act Will Attempt to Curb Sale of Counterfeit Goods Online,” Locke Lord QuickStudy, June 26, 2023.
- Author, “Protecting the Shape, Get-Up, and Designs of Products – a Comparative View,” *The Trademark Lawyer*, May 5, 2023.
- Author, “Busting a Move: Best Practices for Protecting Motion Marks in the United States,” INTA, March 15, 2023.
- Co-author, “Supreme Court Holds that Booking.com Isn’t Generic,” Locke Lord QuickStudy, July 24, 2020.
- Co-author, “Supreme Court Rejects Willfulness Requirement for Awarding a Trademark Infringer’s Profits Giving District Courts More Authority to Grant Monetary Awards,” Locke Lord QuickStudy, April 24, 2020.
- Co-author, “Trademark, Patent & Copyright Implications of the CARES Act,” Locke Lord QuickStudy, March 31, 2020.