

Karl M. Zielaznicki

Partner

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OVERVIEW

Karl is a partner in the firm's Health Care + Life Sciences Intellectual Property Practice Group, which focuses on trademark counseling and litigation, intellectual property agreements, and transactional intellectual property law matters. He also brings experience serving as lead intellectual property counsel, having represented numerous clients on intellectual property securitization issues in connection with revolving and term credit facilities and business transactions, such as mergers and acquisitions.

Karl's trademark experience includes U.S. and foreign trademark/domain name clearance, prosecution, protection, and large scale portfolio management. He has conducted and reported hundreds of availability searches and filed thousands of successful trademark applications for his diverse client base. He counsels his clients on complex transactional matters involving multiple parties and vast international issues.

In the pharmaceutical space, Karl has guided large, global pharmaceutical companies, as well as small pharmaceuticals companies through global trademark clearance and filing projects, litigations (administrative and court based), various transactional matters and FDA approval of trademarks. He also works regularly with a network of foreign counsel to file trademarks in international markets. Karl has counseled clients on anti-counterfeiting initiatives and provided direct representation in connection with counterfeiting and grey market matters before U.S. and international customs. Additionally, he regularly represents clients in related advertising review and other compliance matters.

Karl has extensive experience negotiating and drafting complex intellectual property agreements, including joint development and venture agreements, licensing agreements, settlement agreements, information management, and co-branding agreements. He also has experience in terms of use and privacy policies, domain name acquisitions, and content licenses.

REPRESENTATIVE MATTERS

Representation of lenders in connection with revolving and term credit facilities

- Representation of a UK lender in connection with the refinancing of the securitization of David Bowie music publishing and masters catalog rights (the "Bowie Bonds").
- Representation of the lender as administrative agent in connection with a secured revolving credit and letter of credit facility to an NHL team.

- Representation of a lender in connection with a secured credit facility to the world's largest producer, importer, and distributor of wines and spirits bearing kosher certification.

Representation of entities in connection with revolving and term credit facilities

- Representation of a *Fortune* 1000 provider of staffing services and telecommunications/information solutions in connection with secured letter of credit facility.
- Representation of the largest U.S. independent animation distributor and marketing company in connection with secured credit facility.
- Representation of a national specialty retailer of kitchenware and related products in connection with a syndicated secured letter of credit facility.
- Representation of an investor group in connection with securitization of various country music publishing and masters catalogs and related secured credit facility.

Representation of entities in M&A and asset/stock/joint venture transactions

- Representation of a specialty pharmaceutical company in its acquisition agreement involving an upfront payment of approximately \$412 million for the rights to develop, manufacture, and commercialize a leading oncology asset.
- Representation of a global biotech company in connection with the (a) acquisition of a rare disease drug manufacturer; (b) \$30 billion merger/acquisition of competitor creating the largest global biotech company focused on rare diseases; (c) sale of an oncology business to a French pharmaceutical company; and (d) divestiture sale of eye product.
- Representation of a leading provider of advanced network communications and technology solutions in connection with an acquisition of cloud-based unified communications solutions for small and medium-sized businesses.
- Representation of a well-known celebrity designer whose luxury clothing and accessories are distributed globally in connection with the acquisition of his brand by equity investors.
- Representation of a public entertainment company in connection with the \$900 million acquisition of theaters, literary properties and music content, talent and management companies, and other commercial assets and related financing.
- Representation of a multifaceted entertainment production company in connection with a merger with a Canadian investor group.
- Representation of a *Fortune* 1000 provider of staffing services and telecommunications/information solutions in connection with a joint venture with a major telecommunications partner and related financing.
- Representation of a major computer and video game system accessories and peripherals company in connection with its acquisition of a leading provider of value-priced peripherals and accessories for computing, communication, and entertainment.
- Representation of a global food retailer in connection with its acquisition of southeastern food retailer chains.
- Representation of a public home consumer products company in connection with its acquisition of a competitor with significant operations in the U.S., Puerto Rico, and China.
- Representation of a public home consumer products company in connection with its acquisitions of a kitchen utensils and cookware manufacturer, a lighting and wiring specialty company, and a tabletop manufacturer/catalog company.
- Representation of a public home consumer products company in connection with its acquisition of assets of a kitchen and barware glassware specialty company after Chapter 7 liquidation filing.
- Representation of a newly formed entity in connection with the acquisition (roll-up) of multiple high quality contract manufacturers in the medical device industry and related financing.
- Representation of a contract medical device manufacturer in connection with its acquisition by a major

competitor.

- Representation of a woman's suit manufacturer in connection with its purchase of a designer label licensing entity.
- Representation of the owner of a AAA baseball team in connection with the sale of the team.
- Representation of a holding company in connection with its acquisition of the largest U.S. manufacturer of processed kosher food products.

Representation of entities and investors in venture capital transactions

- Representation of a venture capitalist in connection with its investment in a software development company.
- Representation of an application service provider in connection with a venture capital investment.

AWARDS

- *World Trademark Review*: WTR 1000 (2024-2025)

TOP AREAS OF FOCUS

- Health Care + Life Sciences
- Intellectual Property
- International
- Life Sciences Transactions
- Mergers + Acquisitions
- Trademark + Copyright

ALL AREAS OF FOCUS

- Health Care + Life Sciences
- Health Care + Life Sciences Intellectual Property
- Intellectual Property
- International
- Life Sciences Transactions
- Litigation + Trial
- Mergers + Acquisitions
- Trademark + Copyright

PROFESSIONAL/COMMUNITY INVOLVEMENT

- International Trademark Association

EDUCATION AND CERTIFICATIONS

EDUCATION

- New York Law School, J.D., 1987
- New York University, B.A., 1982

BAR ADMISSIONS

- New York
- New Jersey

COURT ADMISSIONS

- U.S. District Court, District of New Jersey
- U.S. District Court, Eastern District of New York
- U.S. District Court, Southern District of New York
- U.S. Court of Appeals, Federal Circuit

SPEAKING ENGAGEMENTS

- Speaker, "AI and IP Law: A Shifting Legal Landscape Amid Groundbreaking Technology Advancement," Troutman Pepper, March 26, 2024.
- Speaker, "Typefaces and Fonts – A Practical Guide for Avoiding Infringement," Nassau County Bar Association's Intellectual Property Committee Meeting, February 20, 2024.

PUBLICATIONS

- Co-author, "California's Latest Dueling Rulings — Fair Use of Copyrighted Materials in AI Algorithms," Troutman Pepper Locke, July 23, 2025.
- Author, "Shoe Dupes Walk a Fine Line After Recent IP Infringement Case," Troutman Pepper Locke, April 9, 2025.
- Co-author, "Trade Dress Disputes Continue To Be a Bitter Pill in Pharma," Troutman Pepper Locke, April 8, 2025.
- Co-author, "Trademark Case Shows Infringement Is Often in the Eye of the Beholder — Federal Court Rules in Favor of Beauty Company's 'Dupe' Mascara Product," Thomas Reuters' *The Licensing Journal*, February 1, 2025.
- Co-author, "How e.l.f. Beat a Trademark Lawsuit Over its Popular Mascara 'Dupe,'" *The Fashion Law*, January 24, 2025.
- Co-author, "Trademark Case Shows Infringement Is Often in the Eye of the Beholder — Federal Court Rules in Favor of Beauty Company's 'Dupe' Mascara Product," Troutman Pepper Locke, January 7, 2025.
- Co-author, "Is the Third Time the Charm? Court Awards \$71.4M in Contentious Trade Dress and Publicity Rights Dispute," Troutman Pepper, October 1, 2024 and reposted in the November/December 2024 issues of the *IP Litigator* and *The Licensing Journal*.
- Co-author, "IP Protection for Featured Characters in Digital and Physical Media," Troutman Pepper, November 16, 2023.
- Co-author, "The Intersection of Generative AI and Copyright Law," *The Intellectual Property Strategist* and *Law.com*, August 2023.
- Co-author, "Choosing, Using Typefaces and Fonts: An Intellectual Property Law Review," *thefashionlaw.com*, July 25, 2023.
- Co-author, "The Intersection of Generative AI and Copyright Law," Troutman Pepper, July 21, 2023.
- Co-author, "IP Considerations for Naming Clinical Trials," Troutman Pepper, May 10, 2023.
- Co-author, "An IP Law Recipe for Alphabet Soup: Typefaces and Fonts," Troutman Pepper, March 20, 2023.
- "New Jersey's Identity Theft Prevention Act May Catch You Off Guard", *The Privacy Advisor*, Volume 5, Number

14, November 2005.

- “The Value of Trademark Licensing,” *Corporate Counsel Outside Perspectives*, August 2001.
- “The Importance of a Trademark Search,” *New York Law Journal*, July 29, 2002.

MEDIA COMMENTARY

- Quoted, “Lululemon Sued Costco for Selling Dupes of Popular Clothes. Can it Win?” *Forbes*, July 1, 2025.
- Interviewed, “German Court Rules Birkenstock Sandals Are Not Copyright-Protected Works of Art,” *NBC News*, February 20, 2025.