



Binni N. Shah

Associate

Binni Shah focuses her practice on intellectual property and technology matters. Binni has counseled companies involved in a wide range of industrial and technological disciplines, including software technology, consumer products, insurance providers, manufacturers of clothing, electrical devices, trap and skeet targets and point of purchase displays, and beverage packaging and processing machinery.

Binni has experience litigating patent and trademark infringement claims, as well as unfair competition and trade secret matters. She also advises clients regarding trademark clearance searches as well as performs due diligence on behalf of clients involved in mergers and/or acquisitions and other corporate transactions regarding intellectual property interests.

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Related Services

- Copyrights and Copyright Litigation
- Corporate
- Corporate Counseling
- Corporate Real Estate
- IP Transactions and Licensing
- Intellectual Property
- Patents and Patent Litigation
- Technology Transactions and Cybersecurity
- Trade Secret Litigation
- Trademarks and Trademark Litigation

Education

J.D., University of Pennsylvania Law School, 2010

Journal of Constitutional Law, Senior Editor

B.S., Rutgers-New Brunswick, The State University of New Jersey, 2007;

Chemical Engineering; Omega Chi Epsilon

Representative Matters

- Patent infringement action brought against foreign and domestic electronics companies involving industry standards for digital compression
- Patent infringement, misappropriation of trade secrets and false advertising against a point-of-purchase display company
- Patent enforcement action involving shapewear against a national clothing brand
- Patent infringement action brought against a publicly traded engineering and technology company involving methods of extracting oil from the waste stream of an ethanol plant
- Patent infringement and misappropriation of trade secret action brought by a prominent manufacturer and developer in the beverage industry involving methods of making beverage containers
- Patent infringement action against a leading sunscreen manufacturer, involving the formulations of sunscreen products
- Trademark infringement action brought by a billion-dollar specialty insurance provider against a manufacturer of camera technologies for use of the insurance providers' tradename
- Declaratory judgment actions for trademark non-infringement brought by a global payments provider for use of its name
- Trademark infringement and trade dress infringement action brought against a producer of children's beverages for use of its iconic design and shape of a beverage container
- Trademark infringement action brought against a singer/songwriter on behalf of a live show production company for use of its name in connection with a concert tour

- Copyright infringement action brought against a photographer for photographing graffiti
- Claims of tortious interference, misappropriation of trade secrets, and copyright infringement brought against an industry-leading human capital management technology provider

Honors & Awards

- *Best Lawyers in America*, Ones to Watch

Publications

- "Intellectual Property Provisions in the Consolidated Appropriations Act of 2021," *Stroock Client Alert*, January 11, 2021
- "Protecting Your Brand Online," *Stroock Client Alert*, October 29, 2020
- "The Supreme Court: 'Generic.com' Terms May Be Entitled Trademark Protection," *Stroock Client Alert*, July 2, 2020
- "Trademark Plaintiffs Need Not Prove Infringer's Willfulness for Disgorging Profits," *Stroock Client Alert*, April 28, 2020
- "A Genericism Challenge to an Incontestable Mark," *Stroock Client Alert*, April 21, 2020
- "The First Amendment: Apparent Immunity From Trademark Infringement," *Intellectual Property & Technology Law Journal*, February 2019
- "The First Amendment: Apparent Immunity From Trademark Infringement," *Stroock Special Bulletin*, October 9, 2018

Admitted To Practice

New York