



# Parna Mehrbani

## PARTNER

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503.802.2170 direct

## LEGAL SERVICES

Intellectual Property Law

Intellectual Property Litigation

Information Privacy & Security

Entrepreneurial Services

Cannabis Industry

Nonprofit Organizations

## EDUCATION

J.D., *cum laude* and *summa cum honoris* in *thesi*, Lewis & Clark Law School, 2005

B.A., *magna cum laude*, University of Illinois at Urbana-Champaign, 2000

## BAR & COURT ADMISSIONS

Oregon State Bar

Washington State Bar Association

U.S. District Court, District of Oregon

U.S. District Court, Western District of Washington

## AWARDS & RECOGNITION

### Benchmark Litigation

2018, 40 & Under Hot List

### The Best Lawyers in America

2019, Commercial Litigation

2018-2019, Litigation – Intellectual Property

2018-2019, Trademark Law

### Chambers USA: America's

#### Leading Lawyers

2016-2018, Intellectual Property

### Super Lawyers

2015-2018, Oregon Super Lawyer – Intellectual Property

### Portland Business Journal

2015, Woman of Influence

### World Trademark Review 1000

2013-2018, Leading Trademark Professional

Parna is a partner at Tonkon Torp whose practice is focused on intellectual property, trademark registration and enforcement, advising and litigating trademark portfolios for local, national, and international companies at all stages of growth. From clearance and prosecution to licensing and enforcement, her clients appreciate her comprehensive approach to protecting their intellectual property assets.

Parna works closely with clients on the development of new brands and lines of business. She has particular expertise in the apparel, footwear, consumer products, food and beverage, cannabis, and education services industries.

When World Trademark Review 1000 named Parna a Leading Trademark Professional, they noted her skill at securing and protecting trademark rights, and educating content teams on their use. She is valued by clients for her personable approach, strong work ethic, and ability to convert legal jargon into business language.

Beyond trademark law, Parna has broad experience in a wide array of intellectual property issues. These include copyright law, right of publicity, trade secret, licensing, false advertising, and intellectual property contracting. She also has particular experience in the use and enforcement of intellectual property online in e-commerce and social media contexts.

Parna is Co-Chair of Tonkon Torp's Information Privacy & Security Practice Group, advising businesses on the management and security of personal data and the laws that regulate the collection, use, and protection of personal data.

## Presentations & Publications

"Intellectual Property Law for Startups," TIE Oregon Bootcamp, October 2018

"Social Media and Websites – IP Pitfalls and Cautionary Tales," September 2018

"Professionalism in Law," Oregon State Bar, May 2018

"Candy Trademarking 101: What You Need to Know About Distinctiveness," Confectionery News, December 2017

"The Slants Play SCOTUS: A Portland Band Defends its Trademark," CLE Lewis & Clark Law School, April 2017

## **COMMUNITY INVOLVEMENT & ACTIVITIES**

**Partners in Diversity Leadership  
Council**  
Member

**The Oregon Bench and Bar  
Commission on Professionalism**  
2018, Chair  
2017, Vice Chair  
2015-Present, Member

**U.S. District Court of Oregon Local  
Rules Committee**  
Member

**International Trademark Association**  
2018-Present, Unfair Competition  
Committee

**Oregon State Bar**  
Intellectual Property Section  
2013-Present, Executive Committee  
2017, Treasure  
2018, Secretary

**Oregon Women Lawyers**  
Member

**Oregon Minority Lawyers Association**  
Member  
2012-Present, Inspiring Minority  
Attorneys Towards Growth and Excellence  
"IMAGE" Planning Committee

"Fulfilling a Public Trust, The Professional Lawyer,"  
Oregon State Bar, March 2017

"Packaging, Licensing, and Labeling," Lewis & Clark  
Law School, April 2016

"Why Plant Patenting Floats Free of GMO Crop  
Controversies," Oregon Business Magazine,  
November 2014

"Combating Counterfeiting: How Owners Can  
Protect Their Brands," Oregon Business Magazine,  
September 2014

