



# Parna Mehrbani



## PARTNER

parna.mehrbani@tonkon.com  
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  
U.S. District Court, District of Colorado

## AWARDS & RECOGNITION

### The Best Lawyers in America

2019-2022, Commercial Litigation  
2018-2022, Litigation: Intellectual Property  
2018-2022, Trademark Law

### Chambers USA: America's Leading Lawyers

2016-2020, Intellectual Property

### Super Lawyers

2015-2019, Oregon Super Lawyer – Intellectual Property

### World Trademark Review 1000

2013-2019, Leading Trademark Professional

### Daily Journal of Commerce, Oregon

2019, Woman of Vision  
2011–2012, Up & Coming Lawyer

### Benchmark Litigation

2018, 40 & Under Hot List

### Oregon State Bar

2014, Rising Litigator Award, Litigation Section

Parna is a partner at Tonkon Torp LLP, with a practice focused on intellectual property, trademark registration and enforcement, and advising on and litigating trademark portfolios for local, national, and international companies at all stages of growth. She has particular expertise in the apparel, footwear, consumer products, food and beverage, cannabis, and education services industries. Parna is Co-Chair of Tonkon Torp's Information Privacy & Security Group, advising businesses on the management and security of personal data and the laws that regulate the collection, use, and protection of personal data. Parna is Past Chair of the OSB Professionalism Commission and Vice-Chair of the Leadership Council of Partners in Diversity.

## Presentations & Publications

"Going Beyond the Business Case for Diversity," Oregon Business Magazine, September 2021

"This is the Way" Keynote Address, Opportunities for Law in Oregon, Oregon State Bar, August 2021

"Legal Considerations for Developing & Protecting Your Brand" Oregon AF, Oregon Entrepreneurs Network, July 2021

"Identifying and Addressing Imposter Syndrome," Law Firm Alliance, July 2021

"Diversity, Equity, and Inclusion for Employers," Annual Labor & Employment Law Update, June 2021

"Intellectual Property Law for Startups" TiE XL Oregon Bootcamp, April 2021, December 2020, June 2020, October 2018

Panelist, "Imposter Syndrome Discussion Series," Oregon Women Lawyers, March 2021, February 2021

Panelist, "Best Practices for Identifying and Managing Intellectual Property Issues for Business Litigators," Oregon State Bar Business Litigation Section, March 2021

"Imposter Syndrome," Oregon District Attorneys Association, December 2020

"Privacy Law Review," December 2020

"Compliance and Enforcement Update," Greater Portland Compliance Association, October 2020

"Trademark Protection in the Cannabis Industry", 2nd Annual Northwest Cannabis Law Institute, Oregon State Bar Cannabis Law Section, September 2020

"Legal Considerations for Protecting Your Product/Brand," Oregon AF, Oregon Entrepreneurs Network, July 2020

Panelist, "Imposter Syndrome," Oregon Women Lawyers Leadership Committee, July 2020

2010, Individual Award Winner, Pro Bono Challenge  
2006, 2008–2013, 2015–2016, Recognized, Pro Bono Honor Roll  
2011, Honoree, Convocation on Equality  
**Portland Business Journal**  
2015, Woman of Influence

## COMMUNITY INVOLVEMENT & ACTIVITIES

### Partners in Diversity Leadership Council

2019-2020, Vice Chair

### The Oregon Bench and Bar

#### Commission on Professionalism

2018, Chair

2017, Vice Chair

2015-Present, Member

#### International Trademark Association

2018-Present, Unfair Competition

Committee

#### Oregon State Bar

Intellectual Property Section

2020, Chair

2019, Vice Chair

2018, Secretary

2017, Treasurer

2013–Present, Executive Committee

#### Oregon Women Lawyers

Member

#### Oregon Minority Lawyers Association

Member

2012-Present, Inspiring Minority

Attorneys Towards Growth and Excellence

"IMAGE" Planning Committee

Moderator, "The State of Media and the Importance of Local Media," Portland Business Alliance Annual Meeting, June 2020

"Top 6 Ways To Protect a Cannabis Business Brand," Portland Business Journal, April 2020

"Trademark Law Review Year-in-Review", Oregon State Bar Intellectual Property Section, February 2020

"FTC #Compliance for Social Media Advertising and Influencers," Lewis & Clark Law School, February 2020

[Podcast](#), "How Companies in the Cannabis Industry Should Obtain and Protect Their Trademarks," Portland Business Journal, February 2020

Panelist, "Women Breaking Barriers in the Legal Field," Business Law Week, University of Oregon Law School, January 2020

"CCPA Preview," Oregon State Bar Business Law Section, December 2019

"Imposter Syndrome," Lewis & Clark Law School, November 2019

Panelist, "Advancing Women in Leadership," Oregon State University, October 2019

"Introduction to the California Consumer Privacy Act," September 2019

"The Challenging State of Brand Protection in the Cannabis Industry," Portland Business Journal, September 2019

"California Consumer Privacy Act 2.0," July 2019

"IP for Food Industry Startups," Oregon Entrepreneurs Network, Angel Food Conference & Education Series, May 2019

"Why Should Oregon Companies Care About California's Privacy Law?" Portland Business Journal, May 2019

"Professionalism 2018: What If I'm That Person?" Oregon State Bar Professionalism Commission, November 2018

"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

"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

