



## Harleen Saroya

Associate  
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Harleen advises clients on a wide range of intellectual property matters with a focus on trademark clearance, prosecution, and enforcement in both domestically and in international jurisdictions. Harleen works with clients of all sizes, including Fortune 50 companies, start-ups, and local businesses. Clients appreciate her dedication to understanding their business objectives and the clear, actionable strategies she provides to protect and maximize the value of their brand assets in highly competitive markets.

Beyond managing global trademark portfolios, Harleen advises her clients in their response to opposition and cancellation proceedings before the Trademark Trial and Appeal Board.

Her work also includes addressing domain name disputes, combating counterfeit goods, and assisting with online infringement issues, such as cybersquatting and unauthorized use of trademarks on social media platforms. Harleen is also experienced drafting all manner of advertising and marketing agreements, including sponsorship, endorsement, and social media influencer agreements, and conditions for contests, sweepstakes, and loyalty programs.

Prior to joining Dinsmore, Harleen gained experience at a boutique intellectual property firm. She takes pride in staying current about industry trends and emerging technologies to inform the guidance she provides her clients. Notably, Harleen organized and led a roundtable discussion on the impact of artificial intelligence in the enforcement of intellectual property rights, highlighting the intersection of fair use principles with the digital landscape.

### Services

- Intellectual Property
- Trademark Procurement/Management & Copyright

### Education

- Chicago-Kent College of Law (J.D.)
- Macewan University (Bachelor of Commerce)
  - Business Management

## **Bar Admissions**

- Illinois

## **Affiliations/Memberships**

- Chicago Bar Association