



Sara Suleiman

Associate
sara.suleiman@dinsmore.com

Chicago, IL
Tel: (312) 837-4328

Sara is an experienced intellectual property attorney focused on trademark, copyright, and advertising matters. She counsels clients of all sizes and industries, including major retailers, technology start-ups, financial institutions, pharmaceutical and medical device companies, marketing, and journalists. She manages U.S. and foreign trademark portfolios, overseeing trademark clearance, prosecution, licensing, and policing. She identifies trademark risks connected with global product rollouts and handles brand enforcement such as domain name recovery, social media takedown notices, and anti-counterfeiting actions.

Although her experience spans countries all over the world, she spends a significant amount of time curbing infringements in the Middle East. Sara is fluent in Arabic and works closely with local counsel to monitor, investigate, and file lawsuits to shut down infringing stores across the region. For one client in particular, she has traveled to the United Arab Emirates to collaborate with local counsel in formulating an aggressive trademark enforcement strategy.

Sara also counsels a variety of health care professionals on IP-related issues. This includes advising dentists and doctors on protecting the names of their clinics, developing their own lines of products and inventions, and advising pharma companies on new product rollouts. Sara has also sent demand letters and, when necessary, handled litigation against third parties infringing on these clients' trademarks.

As a former journalist, Sara is especially passionate about media law, which includes advising journalists on freelance and publisher agreements, copyright considerations, and fair use factors. She has represented a wide range of players in this space, from large media companies to freelance journalists to podcasters. She also advises clients on the best practices of social media law, including updating social media policies, reviewing terms of conditions and use, and ensuring proper consent when posting photos.

Sara is also an adjunct professor teaching copyright law at DePaul University College of Law.

Services

- Intellectual Property
- Trademark Procurement/Management & Copyright

Education

- DePaul University College of Law (J.D., 2012)
- Northwestern University (B.S., 2009)
 - Journalism and Political Science

Bar Admissions

- Illinois

Affiliations/Memberships

- International Trademark Association, Trademark Reporter Committee, 2017-2019
- Intellectual Property Law Association of Chicago, Women in IP Committee
- Chicago Women in IP
 - Mentoring Committee
- Lawyers in the Classroom, Constitutional Rights Foundation Chicago, volunteer

Distinctions

- Illinois *Rising Stars*® (2017 - present)

Publications

February 2, 2021

Pocky Ruling Denies Trade Dress Protection for the Useful, Though Not Essential, Shape of Cookie

September 2017

"A Beginner's Guide to Copyright for Freelance Journalists"

Society of Professional Journalists (SPJ)

March 7, 2016

"7 Things Every Freelance Journalist Should Know"

Society of Professional Journalists (SPJ)

July 1, 2020

Should I File for My Trademark + '.COM?' It Depends