



## JOHN A. DEMARO / PARTNER & GENERAL COUNSEL

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### EDUCATION

- St. John's University (J.D., 1992)
- State University of New York at Albany (B.A., cum laude, 1989)

### PRACTICE AREAS

- Commercial Litigation
- Cybersecurity and Data Privacy
- Digital Media Law
- Food & Beverage
- Intellectual Property & Technology
- International Practice Group

John A. DeMaro is a leading intellectual property attorney, recognized in the field for his work on complex transactional matters and dispute resolution. He represents and advises clients in connection with all conceivable intellectual property issues, including trademark, copyright, licensing, new media, privacy, Internet, domain name, unfair competition, trade secrecy and technology-transfer matters.

He has represented clients before the U.S. Patent and Trademark Office, Trademark Trial and Appeal Board and the U.S. Copyright Office. John supervises the firm's International Trademark Practice and advises clients regarding worldwide intellectual property matters. He also has substantial experience in connection with the drafting and negotiating of software, Internet and technology-related agreements. He has litigated intellectual property and complex commercial matters on behalf of national and regional clients in federal and state courts.

John has been with the firm for over 25 years. He is chair of the firm's Intellectual Property Group and a member of the Litigation Department. John also chairs the Firm's Food & Beverage Group, a multidisciplinary legal team serving food and beverage manufacturers, distributors, retailers, restaurants, franchisors, and investors.

In addition, John is a member of the Firm's Cybersecurity and Data Privacy Group. He works to protect clients before and after a data breach. John's significant experience relating to software, the Internet, technology and privacy has been an asset in this field.

John is General Counsel to the firm. In that role, he is responsible for all legal issues encountered by the firm.

He received his law school degree from St. John's University School of Law where he served as an editor of the *St. John's Law Review*, as well as the *New York International Law Review*. He has also taken classes focusing on leadership and management at Harvard Business School.

John is a member of the New York State Bar Association's Intellectual Property section and the Nassau County Bar Association's Intellectual Property section. John is a member of the International Trademark Association (INTA).

John donates a substantial amount of time to his community. He served for four terms (totaling seven years) as a Trustee in the Village of Garden City. This is an unpaid and Village-wide elected position. During that time as a Trustee, John held such positions as Deputy Mayor, fire commissioner and chair of the Village's legal committee, among others. John was the President, Treasurer and Director of the Garden City Estates Property Owners' Association ("Estates POA"). He currently serves as chair of the Estates POA fifteen person nominating committee. John also served on an *ad hoc* facilities committee commissioned by the Garden City Board of Education to assess school facility needs within the district. John was a member of the board of the Garden City High School Student Aid and Scholarship Fund.

John received the Torch of Life Award from the New York State AMT Children of Hope Foundation and the Leadership Award from the Long Island Chapter of the National Multiple Sclerosis Society. In 2016, he received the Leadership In Law Award from the Long Island Business News.

He has also written and lectured extensively on trademark, Internet, privacy, intellectual property, software and litigation topics.

## PUBLICATIONS

- The "Fair Use" Of Another's Trademarks (Articles, Intellectual Property and Technology)

- The Home Equity Theft Prevention Act; Another Pitfall in the Mortgage Foreclosure Process (Commercial Litigation)
- Fending Off the Predators: Regulating Delinquent Mortgage Modification Companies (Commercial Litigation)
- Caveat Emptor: A Risk of Buying at a Foreclosure Sale (Commercial Litigation)
- The Bar Association's Best Kept Secret (Commercial Litigation)
- Another Reason to Build Green (Suffolk Lawyer, October 2012) (Articles, Construction)
- Are You Ready for the Fair Play Act? (Nassau Lawyer, May 2011) (Articles, Construction)
- The Growth Of Green Building: New Laws Impact Construction Practices (Articles, Construction)
- The Rule Against Perpetuities Lives On (Alerts, Commercial Litigation)
- For Whom the Statute Tolls: CPLR (Commercial Litigation)