

Foster Garvey Welcomes Seasoned Intellectual Property Attorney to New York Office

News
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Foster Garvey announces the addition of Emily M. Borich as Counsel in the Business & Corporate Finance practice group. She is based in the firm's New York office. An experienced commercial and intellectual property lawyer, Borich advises clients in the sports, entertainment, consumer goods and "luxury law" space on brand-building, commercial transactions and intellectual property protection, including counseling, prosecution, enforcement and dispute resolution. Her arrival marks 18 new attorneys who have joined Foster Garvey this year, underscoring the firm's growth momentum across its bicoastal, full-service platform.

"Emily's arrival bolsters the firm's luxury law, consumer goods and sports & entertainment practices. She excels at structuring, negotiating and executing sophisticated transactions and intellectual property matters for celebrities and high-end brands. Emily and her practice will be a cornerstone of the firm's Luxury Law practice," said Hillary H. Hughes, leader of the Business & Corporate Finance practice at Foster Garvey. "We are excited to have Emily as part of the team and in our New York office, and we look forward to continued growth of these marquee practice areas for the firm in the new year."

Borich's experience extends to advertising law and strategies – key areas for luxury brands. She has spearheaded the development of licensing agreements, sponsorships, brand ambassador and publishing contracts, and she oversees due diligence and IP-related negotiations for large corporate transactions. On the litigation side, she has handled matters in federal and state courts, as well as before the Trademark Trial and Appeal Board and the World Intellectual Property Organization's Arbitration and Mediation Center. She has managed anti-counterfeiting efforts for the brands she works

Contact

Emily M. Borich

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with both online and in conjunction with U.S. Customs and Border Protection.

Before joining Foster Garvey, Borich was an associate with Loeb & Loeb. Earlier in her career, she served the New York Supreme Court as a court attorney. She earned her law degree from Pace University School of Law and her undergraduate degree from Fordham University.