



Alison M. Pringle

PARTNER

San Diego

619.544.7225

aprinkle@grsm.com

RELATED SERVICES

- Commercial Litigation
- Advertising & E-Commerce
- Intellectual Property Transactions
- Intellectual Property Litigation
- Artificial Intelligence

OFFICES

- San Diego
- New York
- Los Angeles

OVERVIEW

Intellectual property and entertainment attorney Alison M. Pringle protects, defends and enforces trademarks, copyrights and other IP assets for companies with digital and public profiles under constant scrutiny. Alison's practice is focused on helping guide clients through the intricacies of IP law, a critical area for clients promoting and advertising their businesses, products, creations and services. From swift responses to demand letters to licensing deals that expand markets, and guidance on social media and artificial intelligence, Alison mitigates risk while preserving key business relationships and profitability. Her clients work in entertainment, sports, art, health, fashion, beauty, fitness, retail and other industries.

Alison further advises companies on sound practices for website promotions, social media influencers,

app and website terms and conditions, use of media and AI content, advertising, internet marketing, data usage and policies, and other opportunities. Her bicoastal IP and commercial litigation practice includes resolving lawsuits and claims brought in California and New York, and covers such areas as:

- Contract disputes and fraud claims
- Trademarks
- Copyrights
- Social media agreements and practices
- Rights of publicity
- Invasion of privacy
- Defamation
- False advertising
- Unfair competition
- Consumer protection
- Information privacy
- Licensing agreements
- Trade secrets

Trademark, Copyright and Licensing Protection and Defense

Experienced in state and federal courts and all stages of civil litigation, Alison is skilled in handling breach of contract, fraud, licensing, trade secret, and privacy and publicity rights disputes. Alison also crafts persuasive defenses to claims of trademark and copyright infringement, violations and misuse. She easily identifies the business impact and organizational exposure when recommending legal solutions to her private clients. Alison aims to creatively resolve disputes and to tailor litigation to the business's needs as much as practicable. She helps these entities approach litigation from an internal business perspective while also providing efficient and effective representation.

Alison is equally skilled in proactive IP enforcement and asset protection. Alison offers in-depth experience with licensing transactions, monetizing IP holdings, and resolving related litigation. Skilled counsel is essential to handling complex licensing matters, and Alison is adept at balancing legal risk with business opportunity. Whether through proactive protection or handling demands and defenses, Alison is committed to helping her clients succeed in the global marketplace. Formerly, Alison served as in-house counsel for an international media-licensing agency.

An alumna of University of San Diego Law School, Alison studied overseas in London and Milan and taught English in Bangkok before beginning her law practice.

PUBLICATIONS

- Author, “Eminem’s Fight Against ‘Reasonably Shady’ Housewives,” *New York State Bar Association Entertainment, Arts and Sports Law Journal*, Vol. 35, Issue 2, July 2024
- Author, “Steamboat Willie Enters the Public Domain,” *New York State Bar Association Entertainment, Arts and Sports Law Journal*, Vol. 35, Issue 1, March 2024; GRSM’S *IP Blitz*, April 4, 2024
- Author, “Top Gun: Maverick – A New Legal Dogfight Alleges the Sequel is an Unauthorized Derivative Work,” GRSM’s *IP Blitz*, July 22, 2022.
- Author, “Supreme Court Gives “Knowledge” New Meaning in Connection with Copyright Registrations,” GRSM’s *IP Blitz*, May 11, 2020
- Author, “Lions, Tigers, and Trademarks: IP Lessons from “Tiger King”,” GRSM’s *IP Blitz*, April 28, 2020
- Author, “SCOTUS Redefines State “Piracy”,” GRSM’s *IP Blitz*, April 21, 2020

PRESENTATIONS

- Speaker, “Social Media and Considerations for Intellectual Property Litigation”, October 28, 2021

CREDENTIALS

Admissions

- California
- New York

Memberships

- State Bar of California
- State Bar of New York
- New York State Bar Association

Education

- J.D., University of San Diego School of Law
 - Visiting Exchange: King’s College, London
- B.B.A., *magna cum laude*, Business Economics, University of San Diego
 - Visiting Exchange: Università Cattolica del Sacro Cuore, Milan

Honors

- *First Place*, Donald W. Rees National GRSM Oral Advocacy Competition, 2023
- *Top Orator* distinction, GRSM San Diego, 2020, 2023
- *Best Lawyers in America*® Ones to Watch distinction in Commercial Litigation, 2021-2025
- *Best Lawyers in America*® “Women in Law” Special Edition, 2022
- *Top Attorney* distinction, GRSM San Diego, 2019, 2021, 2022