HansonBridgett



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Los Angeles Market Leader

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Firm Leadership

Los Angeles Market Leader
Entertainment Practice Co-Leader
Trademark, Copyright, and Advertising Practice Co-Leader

Areas of Focus

- Intellectual Property
- Entertainment
- Trademark, Copyright, and Advertising
- Litigation and Dispute Resolution
- Business Litigation
- Cannabis Law
- Food and Beverage
- Vineyard and Wine Law

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Raffi specializes in intellectual property, with an emphasis on trademark and copyright litigation and prosecution.

Raffi has a 360-degree trademark practice, handling all facets of counseling, clearance, prosecution, enforcement, and litigation. He has pursued hundreds of trademark enforcement disputes and has been lead counsel in many federal court trademark infringement actions. He has extensively litigated opposition and cancellation proceedings before the United States Patent and Trademark Office's Trademark Trial and Appeal Board, as well as domain name disputes through the Uniform Domain Name Resolution Policy (UDRP).

As part of his practice, Raffi also manages domestic and international trademark portfolios, and has overseen opposition and cancellation proceedings in countries and jurisdictions outside the United States with his network of trusted local attorneys.

He also has experience in stopping the sale of counterfeit goods. This ranges from investigating and stopping the counterfeiting at its source (often internationally) through litigating counterfeiting disputes in federal court.

Raffi is a recommended specialist in the *World Trademark Review*, and is ranked in the gold category for "Individuals: enforcement and litigation" and "Individuals: prosecution and strategy" and holds a national silver ranking for "Individuals: Enforcement and Litigation." "Concise and hands-on", Zerounian

possesses “superior knowledge of trademark law, including the procedures for both trademark prosecution and litigation.” Enforcing and protecting a brand’s value is his specialty: “He is dogged about going after infringers and always gets results.” “He is the type of fierce advocate that a client wants on its side – yet he is always practical and affable, keeping the client’s business and interests at the heart of his efforts.” Raffi has been named to *SuperLawyers* and previously *SuperLawyers* Rising Stars for Intellectual Property Litigation.

Raffi also has significant experience with copyright litigation, including matters ranging from copyright infringement litigation involving cutting-edge technology to stopping the sale of knock-off art. He also has significant knowledge in using copyright law to stop infringement on the Internet. He has experience with fair use claims, literal and non-literal copying claims, secondary liability, contributory infringement, and copyright prosecution and counseling.

In addition, Raffi counsels clients in a variety of domestic and international commercial litigation disputes in state and federal courts as well as in arbitration. This includes disputes involving breach of contract, fraud, business torts, partnerships, trade secret misappropriation, and adversary proceedings in bankruptcy court.

He began his legal career as a law clerk to The Honorable Ernest M. Robles, U.S. Bankruptcy Judge for the Central District of California. Prior to joining the firm, he practiced at Townsend and Townsend and Crew LLP (now Kilpatrick Townsend & Stockton LLP) and founded a boutique intellectual property law firm in Beverly Hills.

Publications

“ICANN Offering “dotBrand” Top-Level Domains — Application Window for a [.Brand] Domain Opens April 30, 2026” co-author, Intellectual Property Hanson Bridgett Legal Alert (April 2026)

“An Update on the Trademark Modernization Act,” co-author, *The Trademark Lawyer Magazine* (June 2023)

Book Review of *Likelihood of Confusion in Trademark Law*, by Richard L. Kirkpatrick; *The Trademark Reporter* (December 2021)

“An Introduction to the Trademark Modernization Act,” *The Trademark Lawyer Magazine* (May 2021)

“Attorney Spotlight On Julio Avalos, Chief Business Officer and General Counsel of GitHub,” *CMCP Diversity Matters Newsletter* (Summer 2016)

“Revised California Rules Intended to Streamline Demurrer Process With New Meet-And-Confer Requirements,” co-author, *CMCP Diversity Matters Newsletter* (Spring 2016)

"Northern District of California Grants Motion to Dismiss TCPA Case against WhisperText with Prejudice," *Cyberspace Law Committee E-Bulletin* (September 2015)

"The FTC's Revised .com Disclosures Guidelines and Celebrity Endorsements in Space-Constrained Ads Using Social Media," *Cyberspace Law Committee E-Bulletin* (2013)

"Ethical Implications of Attorneys' Use of the Cloud," *Cyberspace Law Committee E-Bulletin* (2012)

"Practice Tips for Dealing with Brand Misuse in Social Media," co-author,*American Bar Association, Section of Litigation, Corporate Counsel* (2011)

"Foreword of the Annual Review of Law and Technology," 18 Berkeley Tech. L.J. 1 (2003), *Berkeley Technology Law Journal* (2003)

"Note, Bonneville International v. Peters," 17 Berkeley Tech. L.J. 47,*Berkeley Technology Law Journal* (2002)

Presentations

"Dupes: Legitimate Luxury or Infringing Imitation?," panelist, Los Angeles Intellectual Property Law Association (April 2026)

"Advanced Practice at the TTAB," panelist, Los Angeles Intellectual Property Law Association (January 2026)

"Dupes: Trade Dress Infringement or Fair Game," moderator, USC Gould School of Law (March 2025)

"Trademark Year in Review & Looking Forward," co-presenter, California Lawyers Association's 48th IP Institute (March 2025)

"Developments and Updates for the Trademark Modernization Act's Reexamination and Expungement Proceedings," panelist, LAIPLA Washington In The West (January 2024)

"The Legal Academy: Small Brands and Compliance in the Beverage Alcohol Industry," panelist, Spirits on the Rise Summit (April 2023)

"Trademark Prosecution and Enforcement Tips in Light of the Trademark Modernization Act," moderator, USC Gould IP Institute (March 2023)

"Experts on Board: Advanced Practice at the TTAB," USC Gould IP Institute (September 2021)

“Survey of Surveys: Tips and Traps for Trademark Survey Evidence,” USC Gould IP Institute (September 2020)

“Trademark and Brand Protection,” UCLA Trademark Colloquium (January 2020)

“Issues Under the New Ethics Rule for In-House and Outside Counsel/Ethics Issues Related to Transactions,” co-panelist, CLE Marathon by Kaiser Permanente and CMCP (January 2019)

“Basic Legal Skills to Advise Clients Doing Business Online,” State Bar of California’s Sections Conventions (August 2017)

“Ethics of Lawyering in a Digital Age,” State Bar of California Webinar (February 2017)

“Cyberspace Law 101: Representing Clients on the Internet,” California State Bar Annual Meeting (September 2016)

“Basic Legal Skills Necessary for Advising Clients Doing Business Online,” State Bar 88th Annual Meeting (October 2015)

“Hot Topics: Digital Evidence at Trial,” State Bar of California Cyberspace Law Committee Webinar (June 2015)

“Cyberspace Law: Recent Developments in Intellectual Property, eCommerce and Privacy,” panelist, California State Bar Annual Meeting (September 2014)

“Review of Recent and Pending Trademark Cases and Predicting Their Effect,” panelist, Intellectual Property Institute of the Pennsylvania Bar (March 2014)

“Review of Recent and Pending Trademark Cases and Predicting Their Effect,” panelist, American Bar Association Annual Meeting (August 2013)

“Cyberspace Law Boot Camp,” panelist, California State Bar Annual Meeting (2013)

“Ethical and Practical Implications of Cloud Computing,” First District Appellate Project’s Annual Seminar (2013)

“Legal Ethics in the Cloud and Practical Tips for Intellectual Property Enforcement in Social Media,” California State Bar Hot Topics Series (2012)

“Top 10 Ethical and Practical Implications of Moving to the Cloud,” LegalTech Conference (2012)

“Intellectual Property and Social Media: What You Need to Know,” panelist, Armenian Bar Association (2011)

Press

“Raffi Zerounian Named Among the World’s Leading Trademark Attorneys in WTR Global Leaders 2026,” Hanson Bridgett News (June 2026)

“Hanson Bridgett Ranked Among the World’s Leading Trademark Professionals by WTR 1000 2025,” Hanson Bridgett Press Release (April 2025)

“All the IP News that Mattered in 2024,” *IPWatchdog* (December 2024)

“California Law Firms Staffing Up Intellectual Property Ranks to Meet Growing Demand,” *The Recorder* (July 2024)

“Law Firm Hanson Bridgett Expands to 15K sf at Rising Realty’s CalEdison Tower,” *The Real Deal* (June 2024)

“ High Court Makes It Harder To Stop Foreign Counterfeit Goods,” *Law360* (June 2023)

“Jack Daniel’s Showdown Arrives at SCOTUS,” *World Intellectual Property Review* (March 2023)

“High Court Dog Toy Case Ushers in ‘Exciting’ Trademark Law Year,” *Bloomberg Law* (December 2022)

“Hanson Bridgett in Growth Mode, Particularly in LA,“ *Daily Journal* (September 2022)

“Columbia Spat Tests Question of When Professors Own Their Work,” *Bloomberg Law* (November 2019)

Honors & Awards

World Trademark Review, Gold Category - “Individuals: Enforcement and Litigation” (2021-2026)

Legal Visionaries, Los Angeles Times Studios (2026)

World Trademark Review, Gold Category - “Individuals: Prosecution and Strategy” (2021-2026)

World Trademark Review, National Silver - “Individuals: Enforcement and Litigation” (2022-2026)

World Trademark Review, Global Leaders (2025)

World Intellectual Property Review’s Leader List (2025)

Best Lawyers in America

Los Angeles Times, Diversity, Equity, Inclusion & Accessibility Visionary (2023)

Los Angeles Business Journal, Community Impact Award of the Year, Finalist (2023)

Los Angeles Business Journal, Top 100 Lawyers (2022)

World Trademark Review, Silver Category - “Individuals: Enforcement and Litigation” (2017-2020)

World Trademark Review, Global Leaders: Private Practice (2021, 2024)

Super Lawyers, Intellectual Property Litigation; Business Litigation (2013-2026)

Los Angeles Business Journal, Leaders of Influence: Litigators & Trial Attorneys, Finalist (2021)

World Trademark Review, Bronze Category - “Individuals: Prosecution and Strategy” (2017-2020)

Professional Affiliations

Loyola Law School, Adjunct Professor, Transaction Law Clinic - Intellectual Property

Leadership Council on Legal Diversity, Fellow (2020)

Judicial Clerkships

Law Clerk for the Honorable Ernest M. Robles of the U.S. Bankruptcy Court for the Central District of California

Extern to The Honorable Andrew J. Wistrich, Magistrate Judge for the United States District Court for the Central District of California

Academic Distinctions

Berkeley Technology Law Journal, Annual Review Editor and Articles Editor

Student Association at Berkeley Law (formerly Boalt Hall Student Association), 3L Class Co-President

McBaine Honors Moot Court Competition, Co-Director; Moot Court, Board Advisor; Law & Technology Writing Seminar, Advisor

Education

J.D., University of California, Berkeley School of Law (2003)

B.A., high honors University of California, Santa Barbara (1999)

Admissions and Courts

California