HansonBridgett



Rose M. Kautz

Counsel

RKautz@hansonbridgett.com
(213) 395-7648

Hanson Bridgett LLP
CalEdison Building
601 W 5th Street, Suite 300
Los Angeles, CA 90071

Areas of Focus

- Corporate
- Intellectual Property
- Trademark, Copyright, and Advertising
- Technology
- Artificial Intelligence
- Entertainment
- Emerging Companies
- Business Disruption Strategies
- Litigation and Dispute Resolution
- Business Litigation
- Cannabis Law
- Food and Beverage
- Gaming & Interactive Media

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Rose has a full-range trademark and brand management practice with a focus on clearance, prosecution, enforcement, and strategy. She represents both emerging and established brands and works with clients ranging from startups and nonprofits to multinational corporations in the fashion, beverage, technology, blockchain, and entertainment industries. Rose primarily counsels clients on acquiring and maintaining rights in the United States and internationally, online and domain enforcement, and potential and pending infringement problems. She has litigated cases in federal court, pursued opposition and cancellation actions before the U.S. Patent and Trademark Office Trademark Trial and Appeal Board, and successfully resolved domain name disputes through UDRP proceedings. While attending law school, Rose served as a judicial intern to the Honorable Judge Stephen Reinhardt in the U.S. Court of Appeals for the Ninth Circuit.

Rose's distinctive approach combines traditional legal excellence with innovative technology solutions. Using her background in computer science, she has developed custom databases, workflows, and analytics reports to help clients make strategic decisions based on data-driven insights. As a frequent beta-tester and early adopter of new technologies, Rose builds forward-thinking and efficient teams that deliver superior client service while controlling costs.

In her pro bono practice, Rose focuses on removing systemic barriers and advancing social justice. She has successfully represented asylum seekers, litigated

Section 1983 civil rights claims, and, in partnership with the ACLU of Louisiana, contributed to a landmark civil rights case that resulted in a Fifth Circuit precedent protecting Black motorists from unlawful stops. Rose regularly partners with community development programs to provide trademark counsel to minority-owned, nonprofit, and other businesses supporting historically underserved communities, helping level the playing field for entrepreneurs who traditionally lack access to quality legal representation.

Rose is a sought-after speaker and educator on trademark law and practice innovation. She is a member of IP-focused professional organizations including INTA and LAIPLA, and regularly presents to non-legal audiences such as the Association of Corporate Counsel and Loyola Marymount University's business incubator program. She enjoys mentoring the next generation of diverse legal talent through programs like the Legal Education Access Pipeline (LEAP) and serves as a champion for inclusive practices within the legal profession.

Publications

Contributor, *A Million Players by Friday* (2026)

"Game Development AI — Familiar Rules, Faster Timelines" author, *Reuters* (July 2026)

"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)

"Domain Names Legal Framework and Best Practices – An Overview," author, Association of Corporate Counsel *ACC Guide – Trademarks: Strategic Considerations for Brand Life Cycle Management* (United States) (2023)

"The State of Scandalous Trademarks Post-Brunetti," co-author, *Law360* (2020)

"Federal Circuit Rules Multicolor Designs on Product Packaging Eligible for Trademark Protection," Client Alert (2020)

"Supreme Court to Hear Dot-Com Trademark Issue," Client Alert (2019)

"SCOTUS to Decide If Ban on Scandalous Trademarks Is Unconstitutional," Client Alert (2019)

"Wheat, Weed, and Pizza: What Impacts Interstate Commerce For Trademark Filings?" author, *Century City Lawyer* (2016)

Presentations

"IP 101," moderator, Legal Education Access Pipeline, Inc. (September 2025)

“IP for Startups” Guest Lecturer, Loyola Marymount University Business Incubator (2020-Present)

“Trademark Law Careers,” Panelist, LAIPLA Law School Roadshow – USC Gould School of Law (2023)

“Developing Your Personal Brand,” Guest Speaker, Legal Education Access Pipeline (2022)

“Practicing Trademark Law,” Panelist, LAIPLA Young Lawyer’s Happy Hour (2022)

“Domain Names Legal Framework and Best Practices – An Overview” Guest Speaker, Association of Corporate Counsel IP Network (2023)

“Five Years Out,” Ziffren Institute Entertainment Law Panelist, UCLA School of Law (2021)

“Immoral and Scandalous Trademarks,” Trademark Law Guest Lecturer, UCLA School of Law (2019)

“IP for Managers,” Guest speaker, UCLA Anderson Full-time Executive MBA program (2019)

“Trademark 101,” Intellectual Property Guest Lecturer, UCLA School of Law (2018-2020)

“Witness Preparation & Hearing Strategy,” Student Asylum Clinic Guest Lecturer, UCLA School of Law (2017)

“Diversity In the Legal Profession,” Panelist, USC Gould School of Law (2016)

Press

“The Battle Over Tung Tung Tung Sahur is Testing the Limits of Copyright and Trademark Law,” GamesBeat (August 2026)

“Rose Kautz Guests on Gamer Podcast, The Creative Juice,” Hanson Bridgett News Article (May 2026)

“The Copyright Problem Every Creator Using AI Is Ignoring,” Creative Juice Podcast (May 2026)

Honors & Awards

Best Lawyers in America (2025-2027)

Honor Roll of Volunteer Attorneys, United States District Court for the Central District Of California, Western Division (2017)

Professional Affiliations

International Trademark Association (INTA), Member

Women Lawyers Association of Los Angeles (WLALA), Member

UCLA Law Women LEAD, Member UCLA School of Law

Los Angeles Intellectual Property Law Association (LAIPLA)

Legal Education Access Pipeline (LEAP), Advisor

Academic Distinctions

Order of the Coif *UCLA Law Review*, Managing Editor

Education

J.D., University of California, Los Angeles (2015)

B.A., Haverford College (2010)

Admissions and Courts

California

U.S. District Court for the Central District of California

U.S. District Court for the Northern District of California

U.S. Court of Appeals for the Federal Circuit