

# Sabrina A. Larson

## Partner

San Francisco

## Details

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Sabrina Larson's practice focuses on all aspects of brand protection, intellectual property litigation, and a range of consumer class action, unfair competition, and complex commercial litigation disputes. She represents clients of all sizes in a diverse range of industries, including food and beverage, fashion, consumer goods, technology, and pharmaceutical, as well as entertainment companies, retailers, wineries, advertising agencies, nonprofits, and museums.

Clients turn to Sabrina to handle every aspect of protecting and promoting their core brand identity. Sabrina helps them navigate trademark and advertising clearance; creates, implements, and manages international trademark portfolio strategies, including trademark selection, clearance, and prosecution around the world for clients such R. Torre & Company (Torani) and S. Martinelli & Co. (Martinelli's); conducts intellectual property due diligence for corporate transactions; assists clients with data privacy compliance, terms and conditions for websites, sweepstakes, and promotions; and counsels clients on licensing of intellectual property rights.

She also handles a full range of trademark, trade dress, copyright, trade secret, and patent litigation. Sabrina has enforced intellectual property rights and defended clients in every major forum, from federal courts to the Trademark Trial and Appeal Board (TTAB), and in Uniform Domain Name Dispute Resolution Policy proceedings. She helps clients combat unauthorized distribution of products, cybersquatting, and online infringements, including through take-downs and customs enforcement.

Sabrina also represents companies in class action, unfair competition, deceptive trade practices, false advertising, and data privacy litigation. She defends and counsels food and beverage clients, such as Torani, Endangered Species Chocolate, LLC, and Equal Exchange, Inc., regarding false advertising and labeling claims, including in alleged class actions, under the California Consumers Legal Remedies Act and other consumer and unfair competition laws, as well as on California's Proposition 65.

Prior to joining Coblentz, Sabrina was an associate in the Intellectual Property and Consumer Class Action Litigation Groups at Morrison & Foerster LLP in San Francisco. Before attending law school, Sabrina was an editor of anatomy and physiology textbooks for Pearson Education.

Sabrina is a member of the Copyright Society and the International Trademark Association (INTA) and has been a member of INTA's Trademark Reporter Committee.

Sabrina earned her J.D. from the University of California, Los Angeles School of Law, where she served as a senior editor of the UCLA Law Review, a research assistant for International Human Rights in the Democratic Republic of the Congo, and was elected to the Order of the Coif. She received her B.A. summa cum laude in English from Carleton College.

## Notable Representations

### *Intellectual Property Litigation*

- ***Carstar Franchisor SPV LLC v. Focus Advisors, Inc. et al.***  
(N.D. Cal.). Represented Defendants in trademark infringement action, resulting in early negotiated resolution.
- ***Bold LLC v. Rocket Resume, Inc. and Stephen Zimmerman***  
(N.D. Cal.). Represented Defendants in a copyright infringement suit relating to online resume creation services.
- ***Curcio v. Universal Music Group Holdings, Inc.***  
(Santa Clara Sup. Ct.). Defending Universal Music Group in connection with a trade secret misappropriation and breach of contract suit. Obtained a judgment following successful demurrers to repeated amended complaints.
- ***Precision Build Corp. v. Precision Builders Group LLC & Dustin Baxter***  
(N.D. Cal.). Represented defendants in trademark litigation and business separation dispute, resulting in early negotiated resolution.
- ***Eureka Chemical Company v. Kellsport Industries Inc.***  
(TTAB). Represented Opposer in opposition proceeding to final decision after trial sustaining opposition based on descriptiveness and lack of acquired distinctiveness.

- **Broadcast Music, Inc. et al v. Ghiringhelli Pizzeria Grill & Pub et al.**  
(N.D. Cal.). Represented Broadcast Music Inc. in copyright infringement action, resulting in early resolution.
- **Alcon Vision, LLC v. Allied Vision Group, Inc.**  
(S.D. Fla.). Represented Alcon Vision to enjoin sale of counterfeit contact lenses, resulting in a successful stipulated injunction.\*
- **The Museum of Modern Art v. MoMACHa IP LLC et al.**  
(S.D.N.Y.). Successfully obtained a preliminary injunction enjoining use of the mark MOMACHA for an art-café.\*
- **Uptime Energy, Inc. v. Up Energy Drinks LLC**  
(C.D. Cal.). Represented plaintiff Uptime Energy in trade dress and trademark claims and obtained a preliminary injunction stopping use of similar trade dress.\*
- **Undefeated, Inc. v. Taly Williams**  
(TTAB). Defended cancellation proceeding to final decision after trial, resulting in maintaining registration for all primary goods.\*
- **Restoration Hardware, Inc. v. Houzz, Inc.**  
(N.D. Cal.). Represented RH in trademark infringement case regarding use of trademarks on Houzz website, resulting in favorable negotiated resolution.\*
- **Good Technology Corp. v. AirWatch LLC**  
(N.D. Cal.). Represented AirWatch in a multi-patent infringement suit brought by a competitor alleging infringement by AirWatch's mobile device management software. The case settled after expert discovery.\*

### **Class Action and Commercial Litigation**

- **Pantaleon v. EverCare Partners, LLC**  
(N.D. Cal.) Defending EverCare against false advertising nationwide class action regarding product labeling of dietary supplements.
- **Rodriguez v. Endangered Species Chocolate**  
(S.D. Cal.). Defended Endangered Species Chocolate against false advertising class action regarding product labeling, resulting in dismissal of all claims after first motion to dismiss.
- **CalSafe Research Center v. Equal Exchange Inc.**  
(Alameda Sup. Ct.). Defended Equal Exchange against Proposition 65 claims, resulting in early dismissal from lawsuit.
- **International Manufacturer Product Defect Class Action**  
(N.D. Cal.). Defended international manufacturer against product defect claims alleging a nationwide class and nearly 50 state subclasses, which resulted in significantly narrowing the claims and repeatedly defeating class certification.\*
- **Wiretap Action against a Major Consumer Electronics Manufacturer**  
(N.D. Cal.). Represented a consumer electronics manufacturer in class action involving alleged violations of the Wiretap Act and unfair competition claims. Defeated class certification and achieved summary judgment in favor of defendant, which was affirmed by the Ninth Circuit.\*

\*Denotes experience prior to joining Coblenz.

## **Honors & Awards**

Sabrina is recognized as a leading trademark professional in the World Trademark Review's *WTR 1000* 2025.

## **Professional Activities**

Sabrina is a member of the Copyright Society and the International Trademark Association (INTA) and has been a member of INTA's Trademark Reporter Committee.

## **Publications & Speaking Engagements**

- Speaker, "Trademark Law Workshop: US Trademark Searching and Filing Strategies," Practising Law Institute (June 4, 2025)
- Author, "[Only the Defendant's Profits Are Recoverable: Supreme Court Vacates Nearly \\$43 Million Trademark Infringement Award that Improperly Awarded Profits of Defendant's Affiliates](#)" (March 4, 2025)
- Co-author, "[U.S. Trademark Fee Changes and Increases Coming January 18, 2025—What Trademark Owners Should Know](#)" (November 19, 2024)
- Co-author, "[With the End of the 2024 Legislative Term, Governor Gavin Newsom Takes a Measured Approach To Data Privacy Legislation](#)" (October 17, 2024)
- Speaker, "[Webinar: 2024 Privacy Overview – How to Ensure Compliance and Reduce Business Risk](#)" (September 24, 2024)
- Author, "[Trademark Trickery: Scams Are Surging—What Trademark Owners Should Watch Out For](#)" (August 20,

2024)

- Co-author, "[2024 Mid-Year Privacy Report](#)" (July 24, 2024)
- Speaker, "Trademarks in Practice: Searching, Clearance and the Application Process in the United States," Practising Law Institute (June 6, 2024)
- Co-author, "[Supreme Court Extends Copyright Damages Beyond Three Years](#)" (May 14, 2024)
- Speaker, "Trademark Overview: A Roundup of Critical Trademark Topics," Practising Law Institute (November 3, 2023)
- Co-author, "[Vine Notes: Relating wine to beer and spirits, restaurant services, even coffee and fruit: The legal landscape of the vineyard and registering wine trademarks](#)," North Bay Business Journal (August 2, 2023)
- Co-author, "[Attorney General Seeks Information from California Employers on Compliance with California Consumer Privacy Act](#)" (July 17, 2023)
- Co-author, "[Enforcement of CPRA Regulations Postponed, But Statute Still in Effect and Enforceable](#)" (July 12, 2023)
- Co-author, "[Supreme Court's Bad Spaniels Decision Limits Parody Defense to Trademark Infringement](#)" (June 16, 2023)
- Speaker, "[Webinar: Preparing for CPRA Enforcement and Other Privacy Law Developments](#)" (June 6, 2023)
- Speaker, "Trademarks in Practice: Searching, Clearance and the Application Process in the United States," Practising Law Institute (June 2, 2023)
- Co-author, "[Spring / Summer 2023 Privacy Law Report: A Comprehensive Look at New Developments in Data Privacy Laws](#)" (May 26, 2023)
- Author, "[Key and Upcoming Changes from the Trademark Modernization Act: What You Need to Know](#)" (November 15, 2022)
- Co-author with J. Thomas McCarthy et al., "[The Shifting Intersection Between Trademark and Antitrust Law](#)," Bloomberg Law (December 2021)
- Co-author, "[Curbing Cannabis Copycats: How to Protect Your Brand's Reputation as Marijuana Companies Try to Make Their Mark](#)," IPWatchdog (August 10, 2021)

## Education

- J.D., Order of the Coif University of California, Los Angeles School of Law (2013)
- B.A., summa cum laude Carleton College (2004)