



Amanda M. Rinkoff

Partner

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Services

Brand Integrity and Innovation Group

Biography

Amanda Rinkoff is a member of the Brand Integrity and Innovation Group and focuses on brand protection and marketing law.

As part of her practice, Amanda helps companies protect their brands by developing and executing brand protection programs to address counterfeit or infringing products, or products procured through fraud. Amanda conducts internal and external investigations on behalf of her clients, interfaces with online platform providers to address the sale of infringing products, and advises her clients about the civil enforcement options related to intellectual property theft and corporate fraud. Amanda also works with law enforcement agents and prosecutors in seeking criminal investigations and prosecutions related to the sale of infringing products and helps her corporate clients seek restitution recoveries.

Amanda additionally counsels corporate clients on all things marketing-related: promotions, social media, creative and production services, sponsorships, co-marketing, rights clearance and more. She also has deep experience drafting and negotiating complex contracts related to marketing, advertising and licensing. Amanda enjoys creating processes and procedures for her clients and works with in-house legal teams to develop marketing legal playbooks and contract templates.

With many years of experience as in-house counsel, Amanda's advice is focused on the practical rather than the theoretical. She focuses on providing realistic and business-oriented advice.

Amanda was an associate at Cooley and Sideman & Bancroft before working in-house for nine years at the Gap and Uber, where she focused on intellectual property and marketing legal work. Prior to law school, Amanda worked as a marketer for technology companies, which provided her with a robust understanding of how businesses work and informs much of the advice she now provides as a lawyer.

Education

Princeton University
B.A., 1999

University of California, Berkeley, Boalt Hall School of Law
J.D., 2007