



## Kristin Lia

Partner

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### Services

Advertising, Marketing and Entertainment  
Brand Integrity and Innovation Group  
Intellectual Property

### Biography

Kristin Lia is a member of the Advertising, Marketing and Entertainment group, the Intellectual Property group and the Brand Integrity and Innovation group.

Kristin counsels corporate clients on all things related to advertising, marketing and intellectual property. From a marketing perspective, Kristin counsels clients on creative campaigns, marketing communications, social media, creative and production services, claim substantiation, talent engagement, charitable campaigns, contests and sweepstakes, sponsorships, joint marketing, intellectual property clearance, pricing, releases and more. She additionally drafts and negotiates complex contracts related to marketing, advertising and licensing and works closely with in-house legal teams on creating policies and procedures. In addition to her marketing work, Kristin also works with clients on their global intellectual property portfolios, to advise on their use of names and logos. With many years of experience as in-house counsel, Kristin focuses on providing practical and business-oriented advice.

Another part of Kristin's practice is helping companies protect their brands by developing and executing brand protection programs to address counterfeit or infringing products.

Kristin worked for a New York City-based intellectual property boutique before working in-house for ten years at NBCUniversal, Authentic Brands Group, Gap and Twitter, where she counseled in-house product design and marketing teams on all areas of intellectual property and advertising law. Kristin graduated with honors from New York University and earned her J.D. and LL.M. in intellectual property from the Benjamin N. Cardozo School of Law. She is admitted to the bar of the state of New York, the Southern District of New York and is a member of the Advisory Board of the Fashion Law Initiative at New York Law School.