BERGER SINGERMAN
FLORIDA'S BUSINESS LAW FIRM



GEOFFREY LOTTENBERG

Partner

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Geoffrey Lottenberg leads Berger Singerman's Intellectual Property Group and is a Florida Bar Board Certified Intellectual Property lawyer whose practice centers on high-stakes IP enforcement, reputation defense, and sophisticated IP portfolio strategy across the full business lifecycle. He is a first-chair litigator who brings a strategic, business-forward approach to patent infringement, trademark infringement and unfair competition, name/image/likeness (NIL) and right of publicity, online defamation, and copyright disputes in federal courts nationwide, as well as technology-driven commercial litigation involving software and SaaS agreements, non-compete and trade secret matters, and complex licensing and distribution channel conflicts.

Geoff advises clients of all sizes and across industries—from social media influencers and emerging creators to middle-market companies and multinational brands—on brand and reputation protection in the digital arena, including online defamation, takedown and platform enforcement, NIL and right of publicity counseling and enforcement, and coordinated anti-infringement programs. His cybersecurity and privacy practice spans front-end compliance and risk counseling through incident response, forensic-driven investigations, and data breach management—with a particular focus on online financial/wire fraud mitigation and recovery, and ransomware containment and remediation—helping clients navigate regulatory, contractual, and litigation exposure with speed and precision.

A Registered Patent Attorney with a mechanical engineering background, Geoff builds and defends value-rich, global patent and trademark portfolios—with a focus on aligning IP assets to enterprise strategy, investment, and exit objectives. He prosecutes patents and provides patent infringement and validity opinions, freedom-to-operate analyses, and trademark clearance and registrability opinions across cutting-edge technologies,

including protective products, semiconductor and server cooling, nanoparticles, artificial intelligence and automation, facial recognition, medical devices, emergency communications, software-enabled systems, and energy technologies. He has obtained hundreds of federal trademark registrations, regularly manages cross-border brand protection programs, and oversees worldwide portfolio strategy end-to-end, coordinating filings, oppositions, and enforcement with foreign counsel to deliver consistent, multi-jurisdictional protection.

Geoff is also an experienced IP deal lawyer. He structures and negotiates complex licenses, software and cloud agreements, manufacturing and distribution arrangements, and IP asset transfers, and he is a core member of the firm's M&A team. In corporate transactions, he leads IP due diligence, risk allocation, and post-closing integration, and he partners with colleagues on restructurings, workouts, and special situations to preserve, monetize, and enforce IP value.

Education

J.D., *cum laude*, University of Miami School of Law
B.S., *cum laude*, University of Florida

Bar Admissions

Florida
United States District Court Middle District of Florida
United States District Court Southern District of Florida
United States Court of Appeals for the Federal Circuit
United States Patent & Trademark Office

Practice Teams

Business, Finance & Tax
Dispute Resolution

Practice Areas

Corporate
Complex Commercial Litigation
Intellectual Property

- Intellectual Property Transactions and Licensing
- Intellectual Property Enforcement and Litigation
- Patent Prosecution
- Copyrights
- Data Privacy
- Trademark Prosecution

Cybersecurity & Data Breach

Representative Matters

Notable Litigation Results:

- Obtained a $16 million federal judgment on behalf of a high-profile wellness influencer in a trademark and name-and-likeness infringement action arising from the unauthorized use of the client's identity and content in advertising materials.
- Obtained a six-figure judgment on behalf of a prominent public figure in a federal trademark infringement action involving unauthorized use of the client's marks and likeness in connection with the marketing and sale of wellness products.
- Successfully defended a wellness and personal optimization company against a federal trademark infringement lawsuit involving brand identity and ownership of a core mark. Developed and executed a comprehensive defense strategy and achieved a favorable settlement allowing the client to continue operations without further litigation risk.
- Currently represents a national energy services organization in a trademark infringement action concerning the alleged unauthorized use of the client's marks within the building science and energy efficiency industry. Handling all aspects of litigation strategy, discovery, and enforcement in federal court.
- Successfully resolved a high-profile dispute for a long-standing South Florida holiday event operator involving claims against a local government entity and a competing event promoter for procurement violations and copycat trade dress and trademark infringement. Led strategy, negotiation, and mediation to secure a settlement protecting the client's brand legacy and goodwill.
- Leads worldwide trademark registration and enforcement strategy for a rapidly growing wellness brand, including clearance, procurement, and enforcement of core marks across the United States, the Middle East, and European markets, enabling the client's continued global expansion.
- Successfully resolved commercial patent infringement litigation on behalf of a defense contractor involving alleged infringement tied to quick-release systems for protective equipment supplied to U.S. military and government agencies. Mitigated significant risk through resolution of the commercial action, while continuing representation in a related Court of Federal Claims matter.
- Represents a publicly traded consumer products company in a high-stakes inter partes review proceeding before the USPTO initiated by a major tobacco company challenging patent validity related to electronic cigarette technology. Developing and executing a comprehensive defense aligned with parallel federal litigation.
- Successfully defended a property management technology company against trademark infringement claims involving the use of competing marks, with the dispute originating before the USPTO's Trademark Trial and Appeal Board and proceeding to federal court. Asserted counterclaims for invalidity and cancellation.
- Successfully enforced trademark rights for an international industrial manufacturer against a former owner and competitor involving unauthorized use of the client's brand in connection with specialized equipment sales and servicing. Resolved the matter through settlement, re-establishing brand prominence in global markets.
- Resolved a trademark opposition proceeding on behalf of a national restaurant franchisor involving a challenge brought by one of the world's largest fast-food companies. Achieved a business-focused resolution through settlement before the USPTO.
- Successfully resolved federal trade secret and business tort litigation on behalf of a medical equipment company involving claims for misappropriation, tortious interference, and breach of contract arising from failed acquisition discussions.
- Successfully defended Miami-based craft brewery against claims of trademark infringement made by one of the largest beer companies in the world. Asserted declaratory judgment claims for non-infringement and abandonment, which were later resolved by a covenant-not-to-sue. Representation also included affirmative claims for tortious interference, unfair competition, and violation of the Florida Deceptive and Unfair Trade Practices Act concerning an interrelated professional sports sponsorship agreement.

- Defended prominent streetwear company against claims of trademark/tradedress infringement and counterfeiting asserted by the world's largest athletic shoes and apparel company. Resolved lawsuit through private settlement. Assisted client with navigating public relations and social media outreach.
- Obtained final default judgment and a substantial money award on behalf of a French-based cosmetics company against its holdover United States distributor for claims of breach of contract and trademark infringement. Representation included leading a significant cross-border investigation in Mexico, Brazil, Portugal, and France.
- Successfully enforced trademark rights on behalf of a Florida-based weight loss company against former manufacturer who created and copycat ecommerce website through which it sold counterfeit products.
- Successfully represented a prominent music, comedy, and lifestyle festival organizer against a former consultant that was alleged to have misappropriated company trade secrets and breached non-compete and non-disclosure obligations. Spearheaded an extensive investigation into the defendant's wrongdoing through extensive digital forensics and electronic discovery.
- Defended aftermarket specialty performance auto parts retailer against claims of trademark infringement and counterfeiting brought by one of the world's largest automakers. Strategically resolved the matter through a business-minded approach to the ultimate benefit of the client.
- Successfully enforced the brand and trademarks of one of the world's largest instant noodle companies against egregious trademark and counterfeiting by a close competitor and its United States distributor.
- Obtained final default judgment of trademark infringement and unfair competition against Houston salvage shipper on behalf of a nationwide shipping and logistics company. Successfully orchestrated injunction enforcement raid in collaboration with the U.S. Marshal Service and Houston Police Department.

Published Opinions

Biscayne Bay Brewing Co., LLC v. La Tropical Holdings, B.V., No. 20-24180-CIV, 2021 WL 1341795 (S.D. Fla. Apr. 9, 2021)

Wolo Mfg Corp. v. Aftak Corp., 349 F. Supp. 3d 176 (E.D.N.Y. 2018)

Delaware Valley Floral Group, Inc. v. Shaw Rose Nets, LLC, 597 F.3d 1374 (Fed. Cir. 2010)

Issued Patents:

- U.S. Patent No. 10,294,682 for "Outrigger Debris Netting System"
- U.S. Patent No. 10,240,357 for "Working Deck Netting System and Related Methodology"
- U.S. Patent No. 9,687,025 for "Electronic Pipe"
- U.S. Patent No. 9,538,788 for "Electronic Cigarette"
- U.S. Patent No. 9,122,920 for "Digital Manifold Gauge
- U.S. Patent No. 9,043,161 for "Modular System and Methodology for Testing and Measurement"
- U.S. Patent No. 8,978,394 for "Convertible Refrigerant Recovery, Recycle, and Recharge System"
- U.S. Patent No. 8,186,230 for "System and Method for Airflow Sensing and Monitoring"
- U.S. Patent No. 8,511,856 for "LED Device Having Printable Layer"
- U.S. Patent No. 8,517,466 for "Convertible Boat Seat"
- U.S. Patent No. 8,567,333 for "Protective Boat Rub Rail System"
- U.S. Patent No. 8,628,491 for "Transjugular Intrahepatic Portosystemic Shunt Device"
- U.S. Patent No. 8,661,580 for "Patient Positioning Device"
- U.S. Patent No. 8,701,906 for "Ingredient Dispensing Cap for Mixing Beverages with Push-Pull Drinking Spout"

- U.S. Patent No. 8,739,494 for “Composite Concrete and Framing System and Method for Building Construction”
- U.S. Patent No. 8,740,297 for “Seat with Reversible Seat Back”
- U.S. Patent No. 8,768,429 for “Internal Bleeding Detection Apparatus”
- U.S. Patent No. 8,926,154 for “LED Device Having Printable Layer and Retention Feature”
- U.S. Patent No. D716,362 for “Aerodynamic Fairing for Audiovisual Device”

Awards & Honors

- Chambers & Partners USA: America's Leading Business Lawyers,
  - Intellectual Property, 2024-2026
  - Intellectual Property (Up & Coming), 2022-2026
- Florida Super Lawyers, 2021, 2023
- Florida Super Lawyers, Rising Star Selection 2015-2020, 2022
- Florida Bar Board Certified Intellectual Property Attorney

Community Activities / Associations

- Florida Intellectual Property American Inn of Court, Member, 2026-2027
- American Intellectual Property Law Association, Member
- International Trademark Association, Member
- University of Miami School of Law, Mentor for the Intellectual Property Law Society, 2009-2011
- Past Chair, Florida Bar 17th Judicial Circuit Grievance Committee "E"

In the News

Geoffrey Lottenberg Joins Florida Intellectual Property American Inn of Court
September 29, 2026

Geoffrey Lottenberg Recognized as a Florida Trend Legal Elite Notable Intellectual Property Attorney
September 1, 2026

Berger Singerman Recognized by Chambers USA for 23rd Consecutive Year
June 4, 2026

Bloomberg Law Quotes Geoffrey Lottenberg in, “YouTube, Others Struggle to Fight Deepfakes as Law Lags Behind”
May 14, 2026

Good Morning America Quotes Geoffrey Lottenberg in, "Why Uncrustables maker J.M. Smucker sued Trader Joe's over PB&J sandwiches"
October 16, 2025

Axios Quotes Geoffrey Lottenberg in, "Dupe culture disrupts retail as lawsuits surge over copycats"
October 12, 2025

Law360 Quotes Geoffrey Lottenberg in, "Ford Bronco TM Suit Looks Under Hood Of Vintage Market"
March 14, 2025

Nasdaq's TradeTalks Features Geoffrey Lottenberg in, "Assessing Data Privacy and Cybersecurity Risk"
October 7, 2024

InformationWeek Quotes Geoffrey Lottenberg in, "Is Synthetic Data the Future of AI Model Training?"
September 27, 2024

Wall Street Journal Quotes Geoffrey Lottenberg in, "Mickey Mouse Smoking: How AI Image Tools Are Generating New Content-Moderation Problems"
September 5, 2024

Information Week Quotes Geoffrey Lottenberg in, "Sensitive Data of Millions Stolen in MSpy Breach"
July 15, 2024

The New York Times Quotes Geoffrey Lottenberg in, "How Tech Giants Cut Corners to Harvest Data for AI"
April 6, 2024

Law360 Cites Geoffrey Lottenberg in, "Penn State Suit Sets Off Debate Over Trademarks' Function"
March 7, 2024

Bloomberg Law Quotes Michael Levinson and Geoffrey Lottenberg in, "AI Lawsuits Against Insurers Signal Wave of Health Litigation"
February 1, 2024

Law360 Quotes Geoffrey Lottenberg in, "Fed. Circ. Ruling Sheds Light On 'Overlooked' TM Declarations"
October 23, 2023

The Psych Effect Podcast, "You Would Get NIL Money," Featuring Geoffrey Lottenberg
July 13, 2023

Berger Singerman Recognized by Chambers USA for Twentieth Consecutive Year
June 1, 2023

Berger Singerman Represents Point Blank Enterprises in its acquisition of Safe, Inc., Offering Pilot Seating Safety Solutions and Components
June 1, 2023

South Florida's Young Successes
July 29, 2022

EmotionTrac invites Geoff Lottenberg as a guest for its podcast, "Latte With a Lawyer"
July 11, 2022

Berger Singerman’s Geoffrey Lottenberg Named 2022 South Florida Business Journal 40 Under 40 Award Honoree
July 5, 2022

Twenty-three Berger Singerman Attorneys Recognized in 2022 Edition of Florida Super Lawyers
June 27, 2022

Berger Singerman Recognized by Chambers USA for Nineteenth Consecutive Year
June 1, 2022

Daily Business Review Quotes Geoff Lottenberg in, "Jenner & Block Attorneys Beat $100M Federal Trademark Lawsuit Against ViacomCBS Over Its ‘MTV Floribama Shore'"
September 24, 2021

Risk & Insurance Quotes Geoffrey Lottenberg in, "You’ve Been Hacked: Now What? A Day-by-Day Guide to Cyber Attack Response Best Practices"
August 30, 2021

Nineteen Berger Singerman Attorneys Recognized in 2021 Edition of Florida Super Lawyers
June 24, 2021

Daily Business Review features Geoff Lottenberg in, "Q&A: What Should We Expect From the Copyright Claims Board?"

January 21, 2021

Law.com features Geoff Lottenberg,"A Different Kind of Cost Shifting in Google v. Oracle + Sizing Up the CASE Act + Nothing Runs (the Table) Like a Deere"
January 15, 2021

Daily Business Review Features Geoff Lottenberg and Alejandro Miyar in, "Miami Craft Beer Brewer Sics Its Lawyers on Heineken in Battle Over Trademark"
October 12, 2020

MedPage Today Quotes Geoffrey Lottenberg in, "Data Security: Telehealth's Achilles Heel?"
September 3, 2020

Forbes Quotes Geoffrey Lottenberg in "Florida Bar Exam Catastrophe: Part 2 - And Some Help From The Florida Supreme Court"
August 19, 2020

Twenty-Seven Berger Singerman Attorneys Recognized in 2020 Edition of Florida Super Lawyers
June 8, 2020

Hospitality Technology Quotes Geoffrey Lottenberg in, "WFH Now: What Leaders Need to Know"
April 15, 2020

Hospitality Technology Quotes Geoffrey Lottenberg in “COVID-19 Is Making Businesses More Vulnerable Than Ever to Phishing, Smishing and Vishing”
April 8, 2020

CBS News Quotes Geoffrey Lottenberg in "Clemson Lost The Football Game, But Won The Financial Gains"
January 13, 2020

Twenty-Eight Berger Singerman Attorneys Recognized in 2019 Edition of Florida Super Lawyers
May 29, 2019

Berger Singerman Grows Intellectual Property Practice with Addition of Geoffrey Lottenberg
March 3, 2019

Sun Sentinel quotes Geoffrey Lottenberg in, "Stoneman Douglas knockoff gear illegal and hurts schools, lawsuit says"
March 3, 2019

Publications

Law.com, "Between Privacy Myths and Legal Realities: Using AI Without Losing Privilege, Trade Secrets, or Control of Your Notes"
October 13, 2025

Daily Business Review, "Fla.'s High School Athlete NIL Approval and Its Legal and Economic Implications"
June 10, 2024

Daily Business Review, "Middle Market Mindset: New Considerations for IP Audits in 2023"
January 31, 2023

Big Awards Underscore Importance of Bolstering Your Company's Trade Secrets Protocols
July 25, 2022

Law360 'It's Time To Modernize Amateurism In College Sports'
April 9, 2021

Daily Business Review "Proposed Data Privacy Legislation Heightens Scrutiny on Fla. Businesses"
March 22, 2021

IP Watchdog "Unexpectedly Active IP Legal Market Bucks Recession Trends and Boosts Outlook"
October 22, 2020

Law360, "COVID-19 Telehealth Boom Demands Better Privacy Practices"
July 1, 2020

Law360, "Imminent College Athlete Licensing Puts Cos. On Notice"
January 2, 2020

IP Watchdog, "Five Practical Settlement Strategies to Get Your Client Out of Dodge "
August 5, 2019

Law360, "High Court Places Heavy Burden On Bankrupt TM Licensors"
May 29, 2019

SCOTUS Finally Clarifies Rights of Licensees of Bankrupt Brands
May 19, 2019

IP Watchdog, "Visual Search Engines: A New Side Door for Competitors or a Better Infringement Detection Tool?"
April 4, 2019

Events & Speaking Engagements

Geoffrey Lottenberg, Panelist, "IP Attorney Panel", Nova Southeastern University
October 30, 2026

Chrisman Commentary – Daily Mortgage News Podcast, “Generational Mobility; Berger Singerman’s Geoffrey Lottenberg on AI Legal Implications; Economic Growth,” Featuring Geoffrey Lottenberg
April 16, 2026

Geoffrey Lottenberg, Panelist, "AI in the Intellectual Property Law Profession: Best Practices and Emerging Trends" at the 15th Annual Intellectual Property Symposium
April 11, 2025

Geoffrey Lottenberg, Panelist, "Patent Panel" at the 13th Annual Intellectual Property Symposium
March 30, 2023

Geoffrey Lottenberg, Panelist, "Photography, Fair Use and Copyright Trolls," for the Dade County Bar Association
June 10, 2019

Doing Business in Florida Blog

When a Rebrand Leaves Trademarks Behind: Lessons from the X/Twitter Dispute
September 8, 2026

Protecting Trade Secrets During Technology Pilots and Vendor Evaluations
August 3, 2026

Anthropic Copyright Ruling: What It Means for AI and Fair Use
July 2, 2025

Intellectual Property and Generative AI
March 6, 2023

NIL Legislative Updates
April 1, 2021

Can You Share the Photos Your Employees Took at Your Annual Picnic?
September 26, 2019

Changes at the USPTO for Individual Applicants and Foreign Businesses
September 9, 2019

Eleventh Circuit Affirms Landlord Liability for Infringing Acts of Its Tenants
August 20, 2019

First Amendment Reigns in SCOTUS Trademark Case
June 24, 2019

SCOTUS Finally Clarifies Rights of Licensees of Bankrupt Brands
May 19, 2019

Supreme Court Rules Registration, Not Just Application, Required to Sue for Copyright Infringement
March 4, 2019

Prior Affiliations

- Malin, Haley, DiMaggio, & Bowen, P.A.
- Friedland Vining, P.A.
- Lott & Friedland, P.A.