

## Paymaneh Parhami

Associate

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Paymaneh is a litigator with a focus on trademark, copyright, false advertising, unfair competition, and other complex commercial matters. She represents clients in a wide range of industries, including technology, retail, consumer products, and entertainment.

In addition to her litigation practice, Paymaneh provides strategic counseling to clients on pre-litigation disputes and global trademark enforcement and protection programs. She also advises clients on artificial intelligence matters, building nationwide advertising and pricing policies, and other brand protection matters.

A classically trained violinist since age three, performing in venues like Carnegie Hall, Paymaneh brings a creative and nuanced perspective to her legal practice. She is particularly passionate about the intersection of intellectual property and the arts, where law and creativity converge.

Prior to joining Winston, Paymaneh practiced in the trademark and copyright group of another major law firm, and then at a spin-out boutique intellectual property firm.

While in law school, Paymaneh was a member of the *Berkeley Technology Law Journal* and the Samuelson Law, Technology, and Public Policy Clinic, and worked as a research assistant to Berkeley Law Professor Pamela Samuelson.

## Key Matters

- Successfully argued before the U.S. Court of Appeals for the Ninth Circuit in a trademark case on behalf of a leading apparel retailer against a company producing infringing apparel.
- Managed brand protection and litigation portfolios for renowned brands across various industries.
- Secured temporary restraining orders and preliminary injunctions for a major consumer products company against Amazon sellers distributing counterfeit, materially altered, and falsely advertised goods.
- Led dozens of cases resulting in consent judgments and settlements on behalf of a major retailer against print-on-demand companies selling counterfeit and infringing products.
- Defended a fintech startup in a trademark dispute against a large financial industry player, successfully addressing complex infringement claims.
- Represented a small app developer in trademark infringement litigation against a major home exercise company.
- Represented an apparel company in cases against large retailers selling counterfeit products.

- Defended an apparel company in litigation involving claims of interference, trademark infringement, and antitrust violations.
- Directed the creation and rollout of nationwide advertising and pricing policies for major retailers.
- Advised clients on the impact of artificial intelligence on brand protection.

# Credentials

## EDUCATION

Paymaneh received her J.D. with a Certificate in Law and Technology from the University of California, Berkeley School of Law in 2020. She received a B.A. in Political Science and Chemistry, *cum laude*, from Barnard College of Columbia University in 2016.

# Related Insights & News

## PUBLICATIONS

- *“Williams v. Gaye: Blurring the Lines of Copyright Infringement in Music,” Berkeley Technology Law Journal*, April 2020

# Capabilities

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Advertising Litigation	Appellate & Critical Motions	Commercial Litigation & Disputes
Copyright-Infringement Litigation	Intellectual Property	Litigation/Trials
Trademark Litigation, Prosecution & Brand Protection	Artificial Intelligence (AI)	
Media & Entertainment	Retail & Luxury	Technology, Media & Telecommunications