

Contact

## Craig Whitney

**Partner**

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Craig Whitney is a seasoned litigator with a focus on all facets of intellectual property, antitrust and unfair competition. He is co-head of the firm's Trademark & False Advertising practice group. With over two decades of experience, Craig is a leading false advertising litigator and specializes in IP, antitrust, and complex commercial disputes and counseling, including copyright, trademark and trade secrets. He is also a certified arbitrator and has deep experience in class action defense, strategic IP portfolio management, investigations and enforcement.

A first-chair trial lawyer, Craig represents prominent clients across a diverse array of industries including technology, media and entertainment, industrials, pharmaceuticals, consumer products and finance. He has a proven track record of success working with multinational companies to protect their most valuable assets before both federal and state courts, as well as the American Arbitration Association and other tribunals.

Craig is an active contributor to U.S. and international IP policy discourse. He served as Chair of the Copyright Law Committee and on the Board of Directors of the American Intellectual Property Law Association (AIPLA). Craig routinely advises on IP-related legislation and co-authors amicus briefs on topical matters before the U.S. Supreme Court.

Craig clerked for the Honorable Stephen V. Wilson in the United States District Court for the Central District of California.

## Matters

### Recent Representative Matters*

- Lead case team in a multi-jurisdictional antitrust and false advertising dispute in the electrical wire industry.
- Successfully defended major sports league in challenge to league-wide trademark rights.
- Served as lead trial counsel on two high-profile false advertising victories between telecommunication giants.
- Secured a massive summary judgment win in a five-year long Lanham Act false advertising battle between dietary supplement manufacturers.
- Obtained multiple victories on behalf of video game developers fighting off copyright infringement claims by would-be competitors, including recovering attorneys' fees.
- Achieved a landmark triumph clarifying copyright fair use and parody on behalf of several well-known musicians.
- Secured dismissal of copyright infringement claims brought by a putative class of attorneys against the leading legal research websites.
- Scored a favorable outcome for a high-end beauty products company in a trademark and trade dress action against a manufacturer of knock-off products.

**Aforementioned matters handled at prior firm.*

### Practices

Litigation, Intellectual Property, Antitrust, Copyright, False Advertising & Trademark, Mass Torts & Product Liability, Privacy & Cybersecurity, Restrictive Covenants,

Trade Secrets & Unfair Competition, Trials

## Industries

Entertainment, Financial Services, Life Sciences, Private Equity, Sports, Technology, Media & Telecommunications

## Education

Harvard Law School, J.D.

*cum laude*

Cornell University, B.S.

## Admissions & Qualifications

California

New York

## Memberships

American Bar Association

American Intellectual Property Law Association

The Copyright Society

International Trademark Association

## Awards & Recognition

Super Lawyers: Top Intellectual Property Lawyer (2016–2023)

Chambers USA: New York: Intellectual Property/Trademark, Copyright and Trade Secrets: Up & Coming (2024-2026)

The Legal 500 United States: Health Care/ Life Sciences 2025

The Legal 500 United States: Intellectual Property: Copyright 2025

The Legal 500 United States: Media, Technology and Telecommunications: Advertising & Marketing: Litigation: 2025

World Trademark Review 1000, Recommended Individual (New York)