

Joseph Petersen

Partner

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Services

Anti-Counterfeiting & Gray Markets
Copyright Litigation & Counseling
Intellectual Property
Online & Digital Enforcement
Trademark Litigation
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Industries

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Media & Entertainment
Retail & Consumer Goods
Technology
Digital Assets and Distributed
Ledger Technology

“Joe Petersen is a superior lawyer, oral advocate, and counselor. His poise, professionalism, and legal acumen are unsurpassed in my experience.” – client respondent in *Legal 500 US Copyright 2024*.

Joe Petersen is the Managing Partner of the firm's Silicon Valley office. He is a partner with more than two decades of experience representing a broad array of clients in litigation, arbitration, and administrative proceedings involving copyright and trademark law. Joe also frequently advises clients on how to mitigate litigation risk and creatively seeks to find solutions to disputes. He frequently speaks on copyright and trademark issues before national organizations and routinely advises legal publications on cutting edge copyright issues.

Joe represented the library defendants in the suit brought by The Authors Guild and other plaintiffs against the HathiTrust Digital Library, a collaboration of more than 60 colleges, universities, and other nonprofit institutions that have pooled their collections of digitized books for the limited purposes of search, preservation and access for the print-disabled. Joe also represents a leading wireless telecommunications company and recently helped secure a victory from the Ninth Circuit which held, among other things, that the carrier defendants had no duty to implement a Digital Rights Management system to filter allegedly infringing content exchanged over their networks. See *Luvdarts, LLC et al. v. AT&T Mobility, LLC*, 710 F.3d 1068 (9th Cir. 2013). Previously, Joe defended independent music label Naxos of America from unfair competition claims and common law copyright claims asserted by Capital Records. That matter was ultimately certified by the Second Circuit to the New York Court of Appeals regarding questions of the reach and scope of common law copyright under New York state law.

Joe was recognized by *The Best Lawyers in America*® in 2021 and 2022 for Intellectual Property Litigation and again in 2023 for Copyright Law and Intellectual Property Litigation. He is listed in the 2017 and the four immediately preceding editions of *Chambers USA: America's Leading Lawyers for Business* for Intellectual Property: Trademark & Copyright. *Chambers* noted that Joe Petersen "is rapidly gaining an enviable reputation as a "terrific copyright lawyer" and "has a strong practice in the protection and enforcement of trademarks" (2013). Joe served as co-chair of the New York Chapter of the Copyright Society and regularly publishes on copyright related issues. Joe was recommended for his copyright expertise in the prestigious 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2020, 2021, 2022, 2023, 2024 and 2025 *Legal 500 US* and in 2011, Joe was praised as "well regarded" for his knowledge of "cutting edge" copyright issues. Joe was similarly praised in the 2008 *Chambers USA: America's Leading Lawyers for Business* for IP Trademark Copyright as being "well versed in copyright and trademark infringement claims, trade secret litigation and domain disputes." Joe was recognized as an "IP Star" in 2025 and the 12 years immediately preceding by *Managing Intellectual Property* magazine. He is listed in the 2018, 2021, 2022, 2023, 2024, 2025 and 2026 editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*. Joe was named a "Trademark Leader" in 2023, 2024 and 2025 by *World IP Review*. He was named a "Top Intellectual Property Lawyer" in 2026 by the *Daily Journal*. Joe was recognized in 2017 and each of the four years immediately preceding as a New York "Super Lawyer" in the area of Intellectual Property by *Super Lawyers* magazine. He is AV® rated by Martindale-Hubbell.*

Joe can be reached in Kilpatrick's Menlo Park office (650.614.6427) or in the firm's New York office (212.775.8715).

Experience

Defended a global mobility company in copyright infringement litigation alleging that mobile network carriers were liable for unauthorized sharing of plaintiffs' greeting card style MMS messages over their networks. The Ninth Circuit held, among other things, that the carrier defendants had no duty to implement a Digital Rights Management system to filter infringing content exchanged over their networks. Undeterred, the plaintiffs reformulated their case as an antitrust class action against defendants. The antitrust team with support from the copyright team again successfully defended client against the reformulated claims. See *Luvdarts, LLC v. AT&T Mobility LLC*, 710 F.3d 1068 (9th Cir. 2013).

Represents a *Fortune* 100 financial services company in trademark license negotiations and copyright issues.

Represented a leading jewelry design firm in connection with copyright litigations filed against numerous infringers of client's valuable copyrights.

Represented leading independent music label with litigation and mediation in connection with claims brought by music label relating to pre-1972 music recordings.

The firm served as co-lead counsel for AT&T Mobility in connection with a rate court proceeding commenced by the American Society of Composers, Authors and Publishers in connection with performance of music on wireless devices and the Internet. Case was resolved by settlement.

Represented Hachette Filipacchi Media US Inc., a leading publisher of fashion magazines, in connection with lawsuit arising from termination of license agreement in New York.

Represents leading manufacturer of waterproof, breathable fabric in connection with the enforcement of the company's trademarks.

Represents a California-based *Fortune* 500 multinational corporation that designs and manufactures consumer electronics and computer software products in trademark enforcement work, including lead counsel representation of client in multiple proceedings before the Trademark Trial and Appeal Board.

Education

Vanderbilt University J.D. (1996)

State University of New York, University at Albany B.S. (1991) *summa cum laude*

Admissions

California

New York

Court Admissions

U.S. Court of Appeals for the Federal Circuit

U.S. Court of Appeals for the First Circuit

U.S. Court of Appeals for the Second Circuit

U.S. District Court for the Central District of California

U.S. District Court for the Eastern District of New York

U.S. District Court for the Northern District of California

U.S. District Court for the Southern District of California

U.S. District Court for the Southern District of New York

Professional & Community Activities

Copyright Society of the USA, Trustee

Copyright Society of the USA, Northern California Chapter, Co-Chair

New York University School of Law, Engelberg Center Advisory Board, Member

Insights

[News](#)

Joe Petersen Named a "Top Intellectual Property Lawyer" by Daily Journal
May 22, 2026

[Perspectives](#)

Joe Petersen Recently Quoted in Law360 Article, "IP Firms Are Navigating AI Era With Range Of Guardrails"
February 18, 2026

Perspectives

7 Key Takeaways | The Current AI Landscape in Trademarks and Copyright

February 5, 2026

News Releases

With Record-Breaking Numbers, Kilpatrick Once Again Achieves Most U.S. Attorneys Ranked in 2026 World Trademark Review 1000

February 3, 2026

Events

2026 Advanced Trademark Law Seminar

January 29, 2026