

Katherine L. Staba

Partner

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OVERVIEW

Katherine Staba is a partner in the Technology Transactions and Sourcing and Data Protection, Privacy, and Security practice groups. Her practice focuses on complex global transactions and counseling relating to digital media planning and buying, advertising and marketing, claim substantiation, software licensing, and intellectual property issues in mergers, acquisitions and investments, unfair competition and trade secrets and competitive intelligence. Katherine's recent experience includes assisting businesses with agreements and engagements related to cloud services, mobile applications, and artificial intelligence products.

Katherine's clients span multiple industries including beauty products, home products, sports organizations, media platforms, cloud computing providers, luxury goods, clothing retailers, consumer electronics, and pharmaceutical products. For these clients, Katherine leverages her in-house experience to offer practical, business sensitive guidance and representation.

Katherine's recent representations include: (a) advising consumer product brands on influencer engagements; (b) negotiating technology and joint development agreements related to health related products and pharmaceuticals; (c) counseling and negotiating agreements related to the application of artificial intellectual and machine learning to consumer interactions; and (d) drafting transactional consumer documents for a leading fashion retailer.

In addition to her counseling practice, Katherine's experience includes litigation of cases involving patents, copyright, trademarks, licenses, and trade secrets in both trial courts and appellate courts.

PROFESSIONAL BACKGROUND

Prior to joining the firm, Katherine served as counsel with Amazon Web Services supporting its global data center engineering legal efforts globally. Katherine also previously served as in-house digital media legal counsel for several business units at Publicis Groupe (Re:Sources USA, a Publicis Groupe company), a French multinational advertising and public relations company. Before that, she was a managing associate in the intellectual property and litigation groups of another global law firm.

Before Katherine became an attorney, she worked at a biotech startup in Boston in business development and patent portfolio management.

ACHIEVEMENTS

- Named among Notable Women in the Law, *Crain's Chicago Business*, 2020
- Selected to Rising Stars list, Intellectual Property, 2016

PROFESSIONAL / CIVIC ACTIVITIES

- Faculty, Emory Law, Kessler-Eidson Program for Trial Techniques
- University of Washington School of Law Willem C. Vis International Commercial Arbitration Moot Team, Coach

SPEAKING ENGAGEMENTS

- October 2020, Women in Law & IP, Women in Law Summit Series, *Performance & Potential: The Path to Promotion & Growth*
- July 2018, Washington State Bar Association, *Advancing IP Licensing: State of the Art, Cloud Computing: What We Care About in 2018*
- October 2015, International Trademark Association, Trademark Administrators & Practitioners Meeting, *Social Media: The Shifting Landscape*

EDUCATION

- J.D., Loyola University Chicago School of Law, 2009 *(International Law Review, Executive Editor)*
- B.A., Boston University, 2004 *(cum laude)*

ADMISSIONS

- Bar of Illinois
- Bar of Massachusetts
- Bar of Washington
- United States District Court for the District of Massachusetts
- United States District Court for the Northern District of Illinois

THOUGHT LEADERSHIP *POWERED BY HUB*

- February 2025, Fashion Law Update–February 2025

- 25 October 2024, Click-to-Cancel: FTC's Final Rule Will Change the Subscription Landscape Across Industries
- 11 October 2024, Consumer Groups Request FTC Action on Software Issues for Connected Devices
- 23 April 2024, Litigation Minute: The Lifecycle of Beauty Packaging
- 13 March 2024, Litigation Minute: Beauty From Within and the Confusing Claims Landscape
- 5 March, 7 March, and 12 March 2024, EU and UK Regulatory Webinar Series
- 22 May 2023, Does Your Marketplace Need to be "INFORM-ed" by 27 June?
- 28 December 2022, Over a Fortnite: Epic Games to Pay Record US$520 Million to Settle FTC Claims of Children's Privacy Violations and Digital Dark Patterns, Which Continued for Years
- 20 December 2022, FTC and NLRB Enter Into an Information Sharing Agreement as a Likely Precursor to New Enforcement Activity
- 30 June 2021, State AGs Join the Push to Restore FTC Powers to Obtain Monetary Relief
- 12 January 2021, Are Pre-Launch Statements Now Within the Range of the National Advertising Division?
- 11 November 2020, Congratulations to Our Diverse and Women Lawyers
- 14 July 2020, COVID-19: Advertising During and Beyond Pandemics - Reopening and Returning to Work: Messaging and Challenges
- 21 May 2020, Addressing Possible Limits of COPPA Safe Harbors
- 23 March 2020, COVID-19: Three Ways to Reshape Advertising Readiness and Re-Tune Messaging in a Pandemic
- 11 October 2018, A Modern Melody for the Music Industry: The Music Modernization Act Is Now the Law of the Land
- 2 October 2018, A Modern Melody for the Music Industry: The Music Modernization Act Just Passed Congress and Awaits Presidential Approval

OTHER PUBLICATIONS

- "The GenAI revolution: Law firms will never be the same," *Daily Journal*, 24 July 2024
- "'Beauty From Within' Trend Poses Regulatory Risks For Cos.," *Law360,* 26 April 2024
- "Modern adtech regulated under antiquated law: How video killed the internet star," *Thomson Reuters Westlaw Today*, 15 March 2024
- "As Biometric Privacy Laws Grow, Cos. Must Up Transparency," *Law360*, 10 July 2023

- "Over a Fortnite: Epic Games to Pay Record US$520 Million to Settle FTC Claims of Children's Privacy Violations and Digital Dark Patterns That Continued for Years," *The Computer & Internet Lawyer*, April 2023
- "Embarking on an Augmented Reality Campaign? Legal Issues for Advertisers to Consider," *Association of National Advertisers ANA*, 3 October 2019
- Co-author, "Capitol Records v. ReDigi and the reselling of digital files," *e-commerce law & policy*, 2013
- Co-author, "Cheaters never prosper . . . or do they?", *Intellectual Property Magazine*, June 2011
- Contributing Author, "AIPLA Quarterly Case Summaries," *Trademark Litigation Committee*, 2010
- Co-author, "Courts Clarify Copyright and Trademark Rights in Furniture Cases," *Furniture World*, October 2010
- Co-author, "Stand by your Brand," *Intellectual Property Magazine*, September 2010
- Co-author, "What You Need to Know About Intellectual Property," *Furniture World Magazine*, July 2010
- Co-author, "U.S. Bose Decision - Effects on Madrid System Users," *WIPO Magazine*, June 2010
- Co-author, "Common Workplace Activities Can Cause Copyright Problems," *New England In-House*, May 2010
- Co-author, "Recent TTAB Decisions Highlight Challenges of Pleading and Proving Fraud after Bose," *IP Strategist*, February 2010
- Co-author, "Copyright Protection in the Furniture Industry," *Furniture World Magazine*, January 2010
- Co-author, "It Ain't Easy Being Green," *IP Law360*, September 19, 2008

NEWS & EVENTS

- 8 March 2024, Notre Dame Journal on Emerging Technologies 2024 Symposium on Artificial Intelligence, Hosted by Notre Dame Law School
- 25 July 2023, The Business of Influence: Unraveling the Legal Landscape and Making Smart Deals, Hosted by Glossy Beauty Pop
- 27 May 2021, K&L Gates Advises Dianomi PLC on AIM Admission and Fundraising
- 2 November 2020, Numerous K&L Gates Diverse and Women Lawyers Recognized for Leadership and Legal Accomplishments
- 18 September 2020, K&L Gates Advises Red Ventures on USD $500 Million Acquisition of CNET Media Group From ViacomCBS
- 9 September 2020, Four Chicago Partners Listed Among 2020 Notable Women in Law by *Crain's Chicago Business*

- 27 February 2020, K&L Gates Advises Maven Wave on Acquisition by Atos, Creating Strongest Google Cloud Services Portfolio Available
- 24 February 2020, K&L Gates Names 41 New Partners Across Global Platform
- 30 October 2019, K&L Gates Advises on New COVERGIRL Deal with Actress Lili Reinhart

AREAS OF FOCUS

- Technology Transactions and Sourcing
- Data Protection, Privacy, and Security

INDUSTRIES

- Advertising and Marketing
- Consumer Beauty and Aesthetics
- Consumer Electronics
- Consumer Goods and Services
- Digital Health
- Healthcare
- Life Sciences
- Luxury Products and Fashion
- Media and Entertainment
- Sports
- Technology
- Video Games and Immersive Technology