



Carissa L. Bower

Associate

Sacramento

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Carissa Bower's practice focuses on protecting and enforcing clients' intellectual property rights including developing global protection and enforcement strategies and selecting, registering and protecting trademarks.

She also advises clients on copyright issues, advertising, social media, sweepstakes, contests and gift card laws. Carissa serves as an Adjunct Professor at UC Davis Graduate School of Management.

CREDENTIALS

Admissions

- California

Education

- J.D., University of the Pacific, McGeorge School of Law 2012
with great distinction
- B.A., International Affairs, George Washington University 2003
cum laude

Memberships

- Board member, Sacramento County Bar Association Intellectual Property Section (2012-present)
- Board member, Women Lawyers of Sacramento (2019)

INSIGHTS

RELATED SERVICES

- Intellectual Property and Technology
- Trademark and Copyright

RELATED SECTORS

- Media, Sport and Entertainment
- Consumer Goods and Retail
- Hospitality and Leisure

Publications

Who's that bot? California requires clear disclosure starting 7/1/2019

20 June 2019

A California law attempts to tackle the problem of automated online accounts that simulate conversation – and that are used to confuse or deceive.

- Author, "Bad reviews got you down? New restrictions under the consumer Review Fairness act of 2016," Remarks Blog, March 16, 2017
- Co-Author, "California's Attorney General takes aim at mobile apps for non-compliance with privacy laws" Remarks Blog, December 13, 2012

NEWS
