



## Carissa L. Bower

### Associate

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### Sacramento

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Carissa Bower assists clients in protecting and enforcing their global intellectual property rights through development of global protection and enforcement strategies.

Carissa works with clients of all sizes in clearing, prosecuting and protecting their trademarks. Carissa regularly assists with the intellectual property portion of M&A deals and bankruptcy sales. She also advises clients on sweepstakes, skill contests and gift card laws, copyright issues, advertising, social media, and influencer issues.

## Admissions

- California

## Education

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

## Memberships

- Committee Member, INTA Non-Traditional Marks Committee

## Teaching Experience

- Adjunct Professor at UC Davis Graduate School of Management

- Intellectual Property and Technology
- Trademark and Copyright
- Media, Sport, Gaming and Entertainment
- Advertising, Marketing and Promotions
  
- Media, Sport and Entertainment
- Consumer Goods, Food and Retail
- Hospitality and Leisure

## INSIGHTS

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### Publications

#### Brands and influencers in the spotlight as FTC focuses on civil penalties for deceptive advertising

13 December 2021

More than 700 warning letters sent in just one month.

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#### Brands and influencers in the spotlight as FTC focuses on civil penalties for deceptive advertising

4 November 2021

The FTC again sends the message that it is closely monitoring advertising on social media and will act to stop practices it views as deceptive and unfair.

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- 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

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#### DLA Piper advises ZASH in acquisition of AdRizer through ZVV Media Partners, its joint venture with Vinco Ventures

16 February 2022

DLA Piper represented ZASH Global Media and Entertainment Corporation through its ZVV Media Partners, LLC joint venture with Vinco Ventures, Inc. (NASDAQ: BBIG) in the acquisition by Vinco of AdRizer LLC, a leading publisher and analytics solution company in the digital advertising space. As a result of the acquisition, AdRizer is now a wholly owned subsidiary of Vinco and will be fully integrated into video-sharing social networking platform Lomotif, which is owned by ZVV.

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#### DLA Piper acted for Charlotte's Web in its acquisition of Abacus Health

11 JUN 2020

On June 11, 2020, Charlotte's Web Holdings, Inc. and Abacus Health Products, Inc. announced the completion of their previously-announced arrangement. Under the terms of the Arrangement, Charlotte's Web acquired all of the issued and outstanding shares of Abacus. DLA Piper was pleased to have acted for Charlotte's Web on this transaction.

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## PRO BONO

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- Represented prisoner in preparing and filing compassionate release motion requesting early release due to medical risk from exposure to Covid-19

- Represents non-profit and charitable organizations in protection of their intellectual property rights