



## 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 selecting, 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 copyright issues, advertising, social media, sweepstakes, skill contests and gift card laws.

## 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-present)
- Committee Member, INTA Right of Publicity Committee

## Teaching Experience

- 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

- Adjunct Professor at UC Davis Graduate School of Management

## INSIGHTS

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### Publications

#### **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 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