ArentFox Schiff LLP
Attorneys

# Thorne Maginnis

PARTNER AND LONGEVITY & HEALTHSPAN INDUSTRY GROUP CO-LEADER

Thorne practices in the areas of intellectual property, advertising, and e-commerce.



## Industries

Fashion & Retail Law
Media & Entertainment
Consumer Products
Hospitality
Beverage & Food
Longevity & Healthspan

## Practices

Advertising & Promotions
Trademark

## Education

University of Virginia School of Law, JD, Virginia Law & Business Review, 2014

Rhodes College, BA, Political Science, magna cum laude, 2009


## Offices

Washington, DC

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Thorne offers a comprehensive brand management practice in the fields of intellectual property, advertising, and e-commerce. He helps companies navigate legal challenges throughout the brand lifecycle—from developing and securing their IP to leveraging brand assets and managing their digital presence. Thorne counsels clients in a variety of industries, including fashion and retail, consumer products, media and entertainment, food and beverage, and hospitality.

Thorne has broad IP experience, with a focus on trademark and copyright portfolio management and counseling. Thorne's IP practice extends to clearance, prosecution, enforcement, and dispute management, including TTAB proceedings and UDRP domain name disputes. Thorne also has considerable experience drafting and negotiating trademark, copyright, and publicity rights agreements, and he frequently counsels clients on IP matters pertaining to AI and other emerging technologies.

His IP practice is complemented by expertise in the fields of advertising and e-commerce, where he advises clients on federal and state false advertising, unfair competition, consumer protection, and internet laws and regulations. This includes issues arising under the Lanham Act, the FTC Act, regulatory matters within the FTC's purview (including influencer, product labeling, and commercial email rules), and the CDA. Thorne also counsels clients on compliance with laws regulating charitable sales promotions, auto-renewing contracts, consumer loyalty programs, online gaming, and sweepstakes and contests. He also helps clients manage risk by developing terms of service and other policies for their digital platforms.

## Previous Work

Before joining ArentFox Schiff, Thorne was with the firm as a summer associate in 2013. Before that, he was a law clerk at the Civil Division of the US Department of Justice. Prior to law school, he spent two years as a legislative aide to a member of the US House of Representatives, handling a variety of domestic policy issues.

## Publications, Presentations & Recognitions

**Publications**

Thorne is a prolific writer for ArentFox Schiff's *Fashion Counsel* and *Behind the Scenes* blogs. His additional publications include:

- "Opening Pandora's Trademark Box Resets Disparagement Bar," *Law360*, January 2016.
- "TTAB Grants Petition to Cancel Federal Trademark Registration for Former Fast Food Chain Brand," World Trademark Review, May 2015.

**Presentations**

- "Building Winning Products Under Very Different Rules," TiECon East 2026, October 2026.
- "Status, Wellness & the Evolving Consumer Economy," Brand Forward, September 2026.
- "Intellectual Property Rights in Influencer Marketing: Addressing Questions of Ownership, Licensing, and Content," 2nd Annual Legal & Regulatory Think Tank for Working with Influencers, July 2026.
- "E-Commerce in Focus: Class Action Trends, Mass Arbitration, and Proactive Protection," 2025 ANA Masters of Advertising Law Conference, November 2025.
- "Generative AI: How Retail & Hospitality Companies are Adapting, Assessing Risk, and Asking More of their Outside Counsel," 2023 DRI Retail and Hospitality Litigation Seminar, November 2023.
- "Challenges and Opportunities of Advertising in a New Technological Era," Brazilian Intellectual Property Association´s International Congress, August 2023.
- "Competitive Practices & Trademark Use," INTA Annual Meeting, May 2019.

## Life Beyond the Law

A Louisiana native, Thorne closely follows the LSU Tigers and New Orleans Pelicans. In his free time, he enjoys exploring the DC food and music scenes.

## Bar Admissions

Virginia

District of Columbia