Megan A. Rzonca

SENIOR ATTORNEY

Megan advises clients in the fashion, retail and entertainment industries.



Industries

Fashion & Retail Law
Media & Entertainment

Practices

Advertising & Promotions
Trademark

Education

Fordham University School of Law, JD, Cum Laude, 2018

University of Illinois, BA, With Honors, 2014

Offices

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Megan's practice is focused on commercial transactions and brand protection in the areas of fashion, retail, and entertainment. She routinely negotiates co-branding, collaboration, license, marketing, service, settlement, and co-existence agreements as well as right of publicity releases. Megan also handles intellectual property acquisitions and asset purchases, including the due diligence process and post-closing recordation.

Megan manages clients' global portfolios and provides counsel on the protection and enforcement of their intellectual property, including the availability of new branding, prosecution of trademark and trade dress applications, and global oppositions and disputes. She has experience in domain name disputes, Internet DMCA takedowns and handling global anti-counterfeiting matters. Megan's advertising and marketing practice involves counseling clients on advertising and consumer protection laws, including the federal Lanham Act, Federal Trade Commission regulations, and state unfair competition laws.

Previous Work

Megan joined ArentFox Schiff as a Fashion and Entertainment Summer Associate. Prior to joining ArentFox Schiff, Megan worked as an Intellectual Property Intern at high-end brands such as Christies Auction House, Louis Vuitton, and L Brands. She has also worked as an intern for the Office of the Attorney General (NJ), the Office of the Public Defender (IL), and for two boutique law firms.

Life Beyond the Law

Megan enjoys skiing, hiking, and backcountry camping.

Bar Admissions

New York
District of Columbia