



2121 Avenue of the Stars
Suite 2800
Los Angeles, CA 90067
TEL: 310.734.3266
FAX: 310.734.3166
wfinkelstein@steptoe.com

Areas of Practice

Intellectual Property

Trademark

IP Licensing

Copyright

Education

New York University
School of Law, L.L.M. in
Trade Regulation, 1978

Boston University School
of Law, J.D., Am Jur Award
for Excellence in Legal
History, 1970

University of Virginia.
B.A., cum laude, 1967

Bar & Court Admissions

California

New York

Massachusetts

William A. Finkelstein

William A. Finkelstein is a Senior Counsel in the Century City office of Steptoe & Johnson LLP, where he is a member of the Intellectual Property Group. Mr. Finkelstein has extensive experience in all aspects of US and international trademark, unfair competition, and licensing law. He also advises his clients on copyright, franchising, marketing, branding, and related electronic commerce issues, and is an experienced mediator.

Prior to joining Steptoe & Johnson LLP, Mr. Finkelstein was a partner at two California law firms. He was Vice President and Intellectual Property Counsel to PepsiCo., Inc. from 1973 to 2000. Mr. Finkelstein has served as President of the International Trademark Association (INTA), the preeminent global group representing the rights of brand owners, and was on its Board of Directors for 20 years. He is a frequent speaker on trademark, franchising and licensing law, and alternative dispute resolution.

Noteworthy

- *Southern California Super Lawyers*, Intellectual Property, 2010-2012
- *Top Ten Entertainment Intellectual Property attorneys in California*, *Los Angeles and San Francisco Daily Journals*
- *Who's Who Legal*, Trademarks, 2003-2011
- President's Award, INTA, 2007. This is one of the highest honors given to intellectual property practitioners and signifies exceptional service to the trademark community and impactful contributions to trademark law.
- Founding Member, Trademark Review Commission
- Past Governing Committee Member, American Bar Association Forum on Franchising, and author of numerous published materials in the franchising law area.

Professional Affiliations

American Bar Association

American Intellectual Property Law Association

Copyright Society

International Franchise Association

International Trademark Association

William A. Finkelstein

Los Angeles County Bar Association

Southern California Mediation Association