



## Dina Leytes

215.732.3924  
dleytes@griesinglaw.com  
1717 Arch Street, Suite 3630  
Philadelphia, PA 19103

Dina Leytes is a Member of Griesing Law, LLC and chair of the Firm's Intellectual Property and New Media practice group. She provides pragmatic and cost-effective advice to clients who are principally in the technology, telecommunications, higher education, hospitality, finance, entertainment and retail industries.

## Biography

Dina's clients include both technology providers and technology licensees and Dina understands the unique challenges that each party faces. On the technology provider side, she has drafted a Master Services Agreement for a new business line on behalf of a major telecommunications company and successfully negotiated the terms with numerous customers. On the licensee side, Dina has represented clients on a range of transactions, including the drafting and negotiation of an agreement with a cloud services vendor on behalf of an international financial services company.

In the education sector, Dina has extensive experience advising universities and colleges on the subject of online learning. In this role, she has negotiated agreements with vendors that offer online courses in partnership with educational institutions, developed and implemented policies to address ownership of online curriculum and related content, drafted faculty and independent contractor agreements to ensure that institutions have the rights they require, and provided counsel on permissible use of third party content. Dina's work on behalf of higher education clients also includes serving as lead outside intellectual property and information technology counsel to a large university. She is a member of the National Association of College and University Attorneys (NACUA).

Having begun her career with a focus on trademark registration, counseling and litigation, Dina continues to secure trademarks, provide strategic brand advice, represent clients before various administrative bodies in connection with their trademark rights (including the Trademark Trial and Appeal Board), and manage significant trademark portfolios.

Dina is included on the roster of neutrals maintained by the World Intellectual Property Organization (WIPO) for domain name disputes. She is a highly sought-after speaker and writer on legal topics pertaining to the digital age. Dina has an AV Preeminent Overall Peer Rating from Martindale-Hubbell and has been recognized as a Lawyer on the Fast Track by The Legal Intelligencer in 2014, a Pennsylvania Super Lawyers Rising Star in 2013 to 2015, and a member of the 2012 Legal Elite by SmartCEO Magazine. Dina graduated from Stanford University (B.A., English with Honors in the Humanities and M.A., Russian) and Emory University School of Law.

## Education

- Emory University School of Law, J.D.
  - Moot Court Society Special Teams, Intellectual Property Team
- Stanford University, M.A., Russian
- Stanford University, B.A., English, with Honors in the Humanities
  - Recipient, Rebele Journalism Program Award

## Bar Admissions

- Pennsylvania

- New York
- U.S. District Court, Eastern District of Pennsylvania

## Awards

- The Legal Intelligencer, Lawyer on the Fast Track 2014  
– Included in the annual listing of young Pennsylvania lawyers based upon demonstrated quality of legal work
- Super Lawyers, Rising Stars 2013-2015  
– Honor bestowed on no more than 2.5% of Pennsylvania lawyers
- SmartCEO Magazine, 2011  
– Included in the Legal Elite 2011 Readers Poll

## Languages

- Russian

## Training and Publications

- “Outsourcing IT While Protecting Student Data and Your Institution’s Reputation” – Co-Author, The Legal Intelligencer, March 2016
- “Beyond He Said-She Said: Transgender Rights Under Title IX” – Co-Author, The Legal Intelligencer, January 2016
- “When an Online Griper Becomes a Cyber-Squatter” – The New Jersey Law Journal, September 2015
- “IP Issues in a New Era of Curriculum Development” – Speaker, National Association of College and University Attorneys’ 2015 Annual Conference – Washington, D.C., July 2015
- “Intellectual Property and Advertising” – Speaker, Brewery and Distillery
- Law in Philadelphia, National Business Institute – Philadelphia, June 2015
- “Summary of Important UDRP and URS Cases and Status of New gTLD Rollout” – Co-Presenter, Pennsylvania Bar Institute’s Intellectual Property Institute – Philadelphia, April 2015
- “Copyrights, Trademarks & Patents” – Co-Presenter, Pennsylvania Bar Institute’s Internet Law Update – Philadelphia, March 2015
- “Lessons from a Workshop on Domain Name Dispute Resolution” – The Legal Intelligencer, February 2015
- “A View of U.S. Export Compliance in the Cloud” – The Legal Intelligencer, December 2014
- “Copyright Basics for the Business Lawyer” – Co-Presenter, Pennsylvania Bar Institute’s Business Lawyers’ Institute – Philadelphia, November 2014
- “Preservation Within the Bounds of the Law: Best Practices for Copyrighted Works” – Presenter, Meant to Last: Preserving the Modern and Contemporary, Conservation Center for Art and Historic Artifacts – Philadelphia, October 2014
- “Author Rights: When and How Can You Archive, Share and Own Your Published Work?” – Co-Presenter, Open Access Week, Villanova University – Philadelphia, October 2014
- “Considerations for Crafting Web and Mobile Terms of Use and Privacy Policy in Plain Language” – Guest Lecturer, Earle Mack School of Law at Drexel University – Philadelphia, September 2014
- “Startup Savvy: Knowing When to Ask for an NDA” – The Legal Intelligencer Blog, August 2014

- “Copyrights, Trademarks & Patents” – Co-Presenter, Pennsylvania Bar Institute’s Technology Law Institute – Philadelphia, June 2014
- “Copyright Issues in Conservation and Collections Management for the Digital Age” – Presenter, Conservation Center for Art and Historic Artifacts – Philadelphia, May 2014
- “Legal ‘Trends’ in Social Media” Co-Presenter, Women in Intellectual Property, New York City Bar Association’s Committee on Women in the Profession, – New York, May 2014
- “Online Learning and Copyright: Whose Content Is It Anyway” – Presenter, Higher Ed Hero – Philadelphia, May 2014
- “Content Ownership and Control in Online Education” – Co-Author, Intellectual Property Supplement, The Legal Intelligencer, April 2014
- “Cyberliability: What You Don’t Know Really Can Hurt Your Business” – Co-Presenter, Business Owner’s Special Forum – Philadelphia, April 2014
- “New Domain Names Update: What Brand Owners Need to Know” – Co-Presenter, Pennsylvania Bar Institute’s Intellectual Property Institute – Philadelphia, April 2014
- “Copyrights, Trademarks & Patents” – Co-Presenter, Pennsylvania Bar Institute’s Internet Law Update – Philadelphia, March 2014
- “Understanding Content Ownership Issues in Online Education” – Presenter, Pennsylvania Distance Learning Association – Philadelphia, March 2014
- “Trademark Registrations: Procedure and Substance” – Guest Lecturer, Earle Mack School of Law at Drexel University – Philadelphia, February 2014
- “Web and Mobile Privacy Update & Best Practices” – Speaker, Pennsylvania Bar Institute’s Business Lawyers’ Institute – Philadelphia, November 2013
- “Challenges and Opportunities in the Online Space” – Speaker, SEI Private Wealth Management – Philadelphia, October 2013
- “Creating Your Digital Brand Through Social Media” – Speaker, Women’s Business Enterprise Council Navigating the Corporate and Government Marketplace Conference, Awards Luncheon and Marketplace Expo – Philadelphia, October 2013
- “Hospitality Brands Need To Prepare For GTLDs” – Law360.com, September 2013
- “Enforcing Trademark Rights in the New Internet Age” –Blog, The Legal Intelligencer, August 2013
- “Trademarks 201: Trademark Law Meets the Internet” – Speaker, Jenkins Law Library, July 2013
- “Trademarks 101” –Speaker, Jenkins Law Library – Philadelphia, PA, June 2013
- “Copyright Law Update” – Speaker, Pennsylvania Bar Institute’s Intellectual Property Institute – Philadelphia, April 2013
- “Trademark Registrations: Procedure and Substance” – Guest Lecturer, Earle Mack School of Law at Drexel University – Philadelphia, February 2013
- “Ethical Uses of Social Media in Litigation” – Speaker, Pennsylvania Bar Institute’s Business Lawyers Institute – Philadelphia, November 2012
- “Changing the Culture of Copyright: What Pinterest Means to Content Owners” – The Legal Intelligencer, May 2012
- “Crowdfunding: What Artists Should Know About Web-Based Fundraising” – Speaker, Bartol Foundation, April 2012
- “Ethical Use of Social Media and Technology in Litigation” – Speaker, Sunoco Legal Department, April 2012
- “Safe in the Cloud? Top 10 Legal Updates About Cloud Computing Privacy and Security” – Speaker, Sunoco Legal Department, April 2012

- “Cloud Computing” – Speaker, Internet Law Update, Pennsylvania Bar Institute, April 2012
- “Trademark 201: Trademark Law Meets the Internet” – Speaker, Jenkins Law Library, April 2012
- “Intellectual Property Basics: What Business Owners Can’t Afford to Ignore About Intellectual Property Law” – Speaker, Free Library of Philadelphia, March 2012
- “Top Legal Updates Your Company Needs to Know about Social Media” – Speaker, LaSalle University’s Graduate Program in Instructional Technology Management (webinar), March 2012
- “Trademark 101: How to Avoid Careless Disasters” – Speaker, Jenkins Law Library, March 2012
- “Navigating an Expanded Domain Name Landscape” – WIPO Magazine, December, 2011
- “Effective Social Media Strategies for the Hospitality Industry” – Speaker, Lorman Education Services Audio Conference – Philadelphia, November, 2011
- “What You Need to Know about Trademarks to Avoid Malpractice” – Speaker, Pennsylvania Bar Institute’s Business Lawyers’ Institute – Philadelphia, November 2011
- “What Every Non-Profit and Activist Needs to Know about Digital Content Protection and Infringement: Practical Advice on Copyright, Trademark and Other Types of Intellectual Property” – Speaker, Philadelphia NetSquared – November, 2011
- “What Generic Top-Level Domains Mean to You and Your Client” – Author, The Legal Intelligencer – October, 2011
- “Top 10 Legal Updates to Know Before Launching Your Social Media Marketing Campaign” – Speaker, GSMI Social Media Legal Risks and Strategies Summit – October 2011
- “Building a Cohesive Working Relationship Between Legal and Marketing Department” – Co-Speaker, GSMI Social Media Legal Risks and Strategies Summit – October 2011
- “How to Keep Social Media From Being a Legal Liability” – Speaker, Greater Philadelphia Chamber of Commerce, September 2011
- “The Secrets of Networking: Tips from the Experts” – Speaker, Thomson Reuters Webinar – Philadelphia, August 2011
- “ADR Advocacy, Strategies, and Practice for Intellectual Property Cases.” – Samaras, Harrie, Editor. American Bar Association, August 2011. You can purchase the book by visiting <http://apps.americanbar.org/abastore/index.cfm?section=main&fm=Product.AddToCart&pid=5370195>
- “E-Commerce & E-Contracting” – Speaker, Internet Law Update, Pennsylvania Bar Institute, April 2011
- “The Law at Work: Employment Law for Managers – Enforceability of Non-Competes and Protecting Trade Secrets” – Guest Lecturer, The Wharton School, University of Pennsylvania – April 2011
- “Trademark 201: Trademark Law Meets the Internet” – Speaker, Jenkins Law Library – March 2011
- “Trademark 101: How to Avoid Careless Disasters” – Speaker, Jenkins Law Library – February 2011
- “Digi-turgy: The Education, Applications and Legal Challenges of Online Dramaturgy” – Writer, Association for Theatre in Higher Education 24th Annual Conference – August 2010
- “Under the Influence: A Conversation about Art, Authority, Inspiration and Appropriation” – Moderator, The Tank Space for Performing and Visual Arts – May 2010
- “What a Tangled Web We Weave: Internet Issues and How U.S. Courts and ICANN are Addressing Them” – Writer, 2009 Annual New York State Bar Association Meeting – January 2009

- “The 32nd America’s Cup Jury and Its Decisions: The WIPO Electronic Case Facility” – Co-Author, Published by Kluwer Law International, 2009
- “Domain Name Disputes: You’ve Got Options” – Speaker, New York County Lawyer’s Association, Cyberspace Law Committee – June 2008
- Dina Leytes authored “Hospitality Brands Need To Prepare For GTLDs” – on behalf of Law360.com. [Read the full article here.](#)