



Dara S. Elpren

Associate

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Dara Elpren specializes in intellectual property and technology law matters, adeptly handling litigation involving copyrights, trademarks, trade secrets, rights of publicity, web accessibility, defamation/libel, and related matters. She has a demonstrated interest in art, fashion, and sports law, avidly collaborating with artists and working with creatives and brands. In addition to her litigation practice, Dara represents clients in a wide range of transactional matters involving intellectual property rights and rights to proprietary data. She is well-versed in handling advertising law and internet law matters, including data privacy compliance and AI governance, skillfully guiding US and global clients in developing effective compliance strategies. Dara is an active member of the firm's Israel Practice as well.

Prior to joining Wilson Elser, Dara gained substantial knowledge about general corporate matters, intellectual property, and data privacy compliance at several internship positions, including a global fashion company and an international trade and customs firm. She is experienced in import and export trade law, trade regulations, and customs law, including classifying merchandise under the Harmonized Tariff Schedule of the United States (HTSUS), country of origin determinations, and marking and labeling requirements for both customs and regulatory purposes.

Education

- New York Law School (J.D., *magna cum laude*, 2024)
 - Notes & Comments Editor, New York Law School Law Review
 - Nonprofit & Small Business Clinic
 - Dean's Award for Student Leadership
 - Executive Board, Jewish Law Students Association

Services

- Intellectual Property & Technology
- Art Law
- Commercial Contracts & Agreements
- Commercial Litigation
- Israel
- Data Use & AI Governance

- Executive Board, Media, Entertainment, and Fashion Law Association
- University of Florida (M.A. International Business, 2021)
- University of Florida (B.S. Business Administration, 2020)

Bar Admissions

- New York
- New Jersey

Court Admissions

- New York State Supreme Court, Appellate Division, Second Judicial Department
- U.S. District Court, Southern District of New York
- U.S. District Court, Eastern District of New York
- Supreme Court of New Jersey
- U.S. District Court, District of New Jersey

Professional Affiliations

- International Trademark Association (INTA)
- National Association of Women Lawyers

Publications

April 14, 2026

Chambers and Partners Publishes Farmer, Buchwalter, and Elpren in 2026 Art & Cultural Property Law Practice Guide

Chambers and Partners USA

November 24, 2025

Bloomberg Law Publishes Farmer and Elpren on van Gogh Painting Holocaust-Era Restitution Claim

Bloomberg Law

July–August 2025

NIL Institutional Report Publishes Bialek and Elpren on “Saving College Sports” Executive Order and Retroactive Name, Image, and Likeness Compensation Lawsuits

NIL Institutional Report

May-June, 2025

The NIL Institutional Report Publishes Bialek and Elpren on Athlete Revenue Settlement

The NIL Institutional Report

July 2, 2025

Westlaw Today Explores NY Fashion Model Protections with Farmer and Elpren

Westlaw Today

June 26, 2025

New York Expands Legal Protections to Models in the Fashion Industry

April 9, 2025

Chambers and Partners USA Publishes Art Law Update by Farmer, Buchwalter & Elpren

Chambers and Partners USA / Law and Practice

January 29, 2025

Update: Former Collegiate Football Stars' NIL Lawsuits for Retroactive Compensation

November 1, 2024

Sports Litigation Alert Features Bialek and Elpren Article on NIL Antitrust Lawsuits

Sports Litigation Alert