



Kristal Sinaj

Associate

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Kristal Sinaj focuses on all aspects of labor and employment and intellectual property. She adeptly handles all phases of litigation, from initial case assessment and detailed strategy development through mediation and trial. Kristal represents clients in a wide range of employment disputes and complex intellectual property and business disputes, including copyright, trademark, trade secrets, rights of publicity, defamation, advertising, unfair competition, and related matters.

In addition to her litigation practice, Kristal maintains an active practice advising and assisting businesses, startups, and individuals on transactional intellectual property rights and licensing issues, guiding American and global clients in developing and implementing comprehensive and effective trademark and brand protection strategies to protect and enforce their intellectual property portfolios. Kristal regularly advises on intellectual property considerations affecting businesses operating in digital and global markets, including the real estate, kitchen hardware, and fashion industries. This includes trademark clearance, preparing and prosecuting applications before the United States Patent and Trademark Office and Trademark Trial and Appeal Board, trademark enforcement, and coordinating with trusted foreign counsel in international markets, including Canada, Australia, the United Kingdom, Singapore, and Japan, to ensure continuous strategic portfolio management.

Before joining Wilson Elser, Kristal practiced at a national defense litigation firm, where she maintained a diverse practice spanning employment, business, and intellectual property litigation. Her experience also includes working at a boutique plaintiff-side San Francisco firm, where she assisted in complex litigation, personal injury, and product liability matters, honing her research and writing skills.

During law school, Kristal held in-house roles with a global accounting and consulting firm in Prague – where she gained an in-depth understanding of the European legal landscape

Services

- Employment & Labor
- Intellectual Property & Technology

– and a Washington, D.C.-based national digital media corporation, focusing on a variety of privacy, corporate, intellectual property, regulatory, tax, and entertainment matters.

Kristal's background working across private practice and in-house environments in North America and Europe, along with her roots in Canada and the Balkans, has enabled her to connect with and advocate for clients diligently and empathetically.

Education

- University of San Francisco School of Law (J.D., 2023)
 - Intellectual Property and Technology Law Certificate, with honors
 - Executive Editor (Vol. 27), Articles Editor (Vol. 26), Staff Editor (Vol. 25), Intellectual Property and Technology Law Journal
- University of Toronto (B.A., *with honors*, 2020)
 - Analyst, European Studies Academic Journal, Munk School of Global Affairs & Public Policy
 - Executive Editor, Landmarks, Human Geography Academic Journal
 - Director, UNESCO General Assembly, University of Toronto Model United Nations

Bar Admissions

- California

Court Admissions

- U.S. District Court, Northern District of California
- U.S. District Court, Central District of California
- U.S. District Court, Eastern District of California

Professional Affiliations

- San Francisco Trial Lawyers Association
- California Lawyers Association
- American Association for Justice

Languages

- Albanian
- French