

B. Thorne Maginnis

ASSOCIATE

Thorne practices in the areas of intellectual property, advertising, and cybersecurity and data protection.



Industries

Fashion & Retail

Practices

Privacy, Cybersecurity & Data Protection
Trademark

Education

University of Virginia School of Law JD,
Virginia Law & Business Review, 2014
Rhodes College BA, Political Science,
magna cum laude, 2009

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Thorne works with clients in a variety of industries, including media and entertainment, fashion, and technology.

Thorne has broad intellectual property experience, with a focus on trademark and copyright portfolio management, disputes, and counseling. He has extensive experience policing and resolving intellectual property matters on social media sites and elsewhere on the Internet.

Thorne'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. In his cybersecurity and data protection practice, Thorne advises clients on domestic and international rules surrounding data collection, use, and transfer, as well as the development of online privacy policies and other privacy-related corporate documents.

Previous Work

Before joining Arent Fox, Thorne was with the firm as a summer associate in 2013. Before that, he was a law clerk at the Civil Division of the US Department of Justice. Prior to law school, he spent two years as a legislative aide to a member of the US House of Representatives, handling a variety of domestic policy issues.

Publications, Presentations & Recognitions

Thorne is a prolific writer for Arent Fox's *Fashion Counsel* and *Behind the Scenes* blogs. His additional publications include:

- "Opening Pandora's Trademark Box Resets Disparagement Bar," *Law360*, January 2016.

“TTAB Grants Petition to Cancel Federal Trademark Registration for Former Fast Food Chain Brand,” World Trademark Review, May 2015.

Life Beyond the Law

A Louisiana native, Thorne closely follows the LSU Tigers, New Orleans Saints, and New Orleans Pelicans (for better or worse). In his free time, he enjoys exploring the DC food and music scenes.

Bar Admissions

Virginia

District of Columbia