Ariel S. Peikes

SENIOR ATTORNEY

Ariel counsels clients in all aspects of intellectual property law, especially matters in trademark, trade dress, copyright, design patent, unfair competition, and rights of publicity.

Industries

Beverage & Food
Consumer Products
Fashion & Retail Law

Practices

Trademark
Copyright
Complex Litigation

Education

Benjamin N. Cardozo School of Law, JD, 2006

Brown University, BA, 2001

Offices

New York

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Ariel regularly appears before federal district courts and has submitted appellate briefs to the Court of Appeals for the Federal Circuit and the New Jersey Supreme Court. He has extensive experience advising fashion and luxury brands, designers, artists, start-up companies, inventors, and famous New York City eateries and food brands in intellectual property law matters.

He has handled a wide breadth of trademark clearance and prosecution in the United States. In order to protect clients from counterfeits, Ariel has worked with U.S. Customs and Border Protection and local law enforcement in order to seize counterfeits and deter such activities. Additionally, he has advised clients on transactional matters, particularly licensing agreements and book deals. He has significant experience in other contract law matters, including labor (collective bargaining) and employment agreements.

Publications, Presentations & Recognitions

Publications

- *How New Restrictions on Universal Injunctions Could Change Litigation Strategies*, JD Supra, August 18, 2025

Recognitions

- *Best Lawyers: Ones to Watch® in America*, Intellectual Property Law (2026)
- Super Lawyers, Thomas Reuters: Super Lawyers (2022-2025)
- Rising Star, Thomas Reuters: Super Lawyers (2020)

Boards, Memberships & Certifications

Memberships

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Life Beyond the Law

Outside of work, Ariel is the drummer for a blues and jam rock band, occasionally performing at New York City music venues such as The Bitter End. Ariel is also a D.J., performing at charity galas and corporate events.

Bar Admissions

New York

New Jersey

Court Admissions

US District Court, Southern District of New York

US District Court, Eastern District of New York

US District Court, Northern District of New York

US District Court, District of New Jersey

US Court of Appeals, Federal Circuit

US Court of Appeals, 2nd Circuit