



Justine Lee

PARTNER

Justine's practice focuses on strategic global brand protection, trademark portfolio management, clearance, and enforcement.



Practices

[Trademark](#)
[Copyright](#)

Education

University of San Francisco School of Law, JD, 2015
University of California, Santa Cruz, BA, 2008

Offices

[San Francisco](#)

Phone

[415.805.7942](#)

Email

justine.lee@afslaw.com

Justine advises clients across a broad range of industries, including technology, financial services, real estate, health care, transportation, hospitality, cosmetics, beverage and food, and advertising. Her practice centers on developing global brand protection strategies and providing trademark counseling on clearance, prosecution, enforcement, and portfolio management.

Justine is also experienced in handling complex trademark transactions and disputes, including cross-border enforcement matters, domain name and social media disputes, UDRP proceedings, online brand protection issues, copyright registrations, DMCA takedowns, and emerging intellectual property issues involving new technologies and digital platforms.

Justine's legal practice is informed by her prior experience working in-house on the intellectual property team of a global retail clothing company, where she supported brand protection, advertising and marketing initiatives, and data privacy compliance for a portfolio of internationally recognized brands.

Publications, Presentations & Recognitions

Recognitions

- *Ones to Watch: Intellectual Property*, The Best Lawyers in America (2026-2027)
- *Northern California Rising Star*, Super Lawyers (2019-2025)
- Ranked in World Trademark Review (WTR) 1000 (2026)

Boards, Memberships & Certifications

Memberships

- Asian American Bar Association, Member
-

Asian Pacific American Bar Association of Silicon Valley, Member

— Korean American Bar Association of Northern California, Member

Bar Admissions

[California](#)