



## Alexa Spitz

Associate

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Alexa is an Associate within Marshall Gerstein's Trademarks & Copyrights practice group. In a world where rapidly evolving technology presents novel issues and exciting opportunities, Alexa enjoys engaging with complex problems and developing creative solutions to help people protect their most important assets – their ideas and their reputation. From multi-national corporations to startups, Alexa assists the team to help clients strategically protect their products, their services, and their brand identity.

### Practices

- Trademarks
- Copyrights

### Background and Credentials

Alexa earned her J.D. from Boston College Law School, where she graduated *magna cum laude* and was awarded membership in the Order of the Coif. As a student, she served as the Editor in Chief of the Intellectual Property & Technology Forum Journal, contributing to articles covering a variety of topics including trademarks, copyrights, patents, publicity rights, artificial intelligence, fashion, consumer goods, deepfakes, and privacy. Alexa also served as a Student Attorney with Boston College Law School's Community Enterprise Clinic and as a Mentor with the Women's Law Center.

During law school, Alexa spent a semester studying at Trinity College Dublin School of Law. While in Ireland, she assisted a global law firm's IP and Technology Group with data protection and cybersecurity matters, trademark prosecution with the EUIPO, and various IP litigation, transaction, and client counseling matters in the UK and EU across a variety of industries, including fashion, technology, and pharmaceuticals.

Alexa joined Marshall Gerstein as a Summer Associate in 2023. During her time as a Summer Associate, Alexa worked as a Legal Secondment Intern with Walgreens Boots Alliance, where she supported in-house counsel on prosecution, litigation, and enforcement matters.

### Education

- Boston College Law School (J.D., *magna cum laude*)
  - Editor in Chief of the Intellectual Property & Technology Forum Journal

- Order of the Coif
- Trinity College Dublin School of Law
  - Intellectual Property & Technology Law and Freedom of Expression
- Boston College (B.A., *cum laude*)
  - International Studies, Concentration in Ethics and Social Justice

## Publications and Presentations

- ["How Product Brands Navigate Today's Dupe Economy with Tiffany Gehrke and Alexa Spitz,"](#) *Emerging Litigation Podcast*, May 7, 2026.
- ["From Viral Trend to Legal Risk: Navigating the Dupe Economy,"](#) *Total Retail*, April 6, 2026.
- ["How the Fashion 'Dupe' Economy is Redefining IP Strategies,"](#) *Law360*, February 19, 2026.
- ["'It Wasn't Me': Rethinking the Right of Publicity in the Context of AI-Generated Content,"](#) *Boston College Intellectual Property and Technology Forum*, October 28, 2024.
- ["'Trump Too Small' Ruling Overlooks TM Registration Issues,"](#) *Law360*, July 9, 2024.

## Insights

May 7, 2026

**"How Product Brands Navigate Today's Dupe Economy with Tiffany Gehrke and Alexa Spitz"**  
Emerging Litigation Podcast

April 6, 2026

**"From Viral Trend to Legal Risk: Navigating the Dupe Economy"**  
Total Retail

February 19, 2026

**"How the Fashion 'Dupe' Economy is Redefining IP Strategies"**  
Law360

July 9, 2024

**"'Trump Too Small' Ruling Overlooks TM Registration Benefits"**  
Law360