PRANGER
LAW PC

Vijay Toke

PARTNER,
HEAD OF LITIGATION

phone: 415.983.1089
email: vtoke@prangerlaw.com

LinkedIn | V CARD »

PRACTICE AREAS

- Trademark
- Copyright
- Advertising
- Litigation

EDUCATION

- Juris Doctor, University of California College of the Law San Francisco (formerly UC Hastings College of the Law)
- Master of Public Administration, California State University, East Bay
- Bachelor of Arts (Biology), Swarthmore College

Vijay Toke is an internationally recognized trademark and copyright litigator. Mr. Toke represents clients nationwide in IP disputes involving trademarks, copyrights, and domain names, in district courts across the country, as well as the ITC and the Trademark Trial and Appeal Board (TTAB). Mr. Toke also advises clients on trademark prosecution and portfolio maintenance and enforcement. Mr. Toke written amicus briefs on intellectual property issues before multiple appellate courts, including the U.S. Supreme Court and Second, Third, Ninth, and Federal Circuit Courts of Appeals. A frequent writer and speaker on trademark and copyright law, he has been on the faculty for Practicing Law Institute (PLI) since 2010 and spoken on IP issues for the International Trademark Association (INTA), the California Lawyers Association IP Institute, San Francisco Intellectual Property Law Association (SFIPLA), Los Angeles Intellectual Property Law Association (LAIPLA), National Superconference on Wine, Beer, and Spirits, and numerous other organizations. He is also the author of the trademark law treatise Likelihood of Confusion in Trademark Law published by PLI. Mr. Toke's expertise in trademark law has also been recognized by the World Trademark Review 1000 ranking and Super Lawyers.

SELECT EXPERIENCE REPRESENTING

- World-famous shoe brand with iconic trade dress against numerous infringements
- Defendant in trademark dispute with the owner of the IP rights to the James Bond movie franchise.
- Major automobile manufacturer in nationwide enforcement campaign against gray market goods sellers, including before the International Trade Commission
- Multi-billion dollar tech company in trademark and advertising dispute
- Maker of award-winning adult product against foreign counterfeiter and infringer
- Defendant winery in bench trial in trademark dispute, leading to total defense verdict
- Advised world-renowned comic convention on trademark law issues on appeal after favorable verdict in jury trial

HONORS

- World Trademark Review 1000 (2014 to present)
- Super Lawyers (2010-2014 Rising Star; 2015-2020 Super Lawyer)
- The Best Lawyers in America® - Intellectual Property, and Trademark Law (2025)

COURT AFFILIATIONS

- U.S. Supreme Court and Ninth and Second Circuit Court of Appeals
- United States District Courts: all California districts and District of Colorado
- Trademark Trial and Appeal Board (TTAB)
- California Supreme Court

PROFESSIONAL AFFILIATIONS

- International Trademark Association
- National Association of Minority and Women Owned Law Firms (NAMWOLF)
- National Asian Pacific American Bar Association
- Former member of U.C. Law SF Board of Governors (2014-2020) and Board of Trustees (2021-2022)