



## Geoffrey Potter

Partner

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Geoffrey Potter is a Partner and Chair of the firm's Anti-Counterfeiting Practice and Brand Protection team. A highly-experienced trial lawyer, Mr. Potter litigates counterfeiting and product diversion cases on behalf of major corporations in multiple industries worldwide. These cases primarily involve counterfeit products with the potential to cause serious injury or death, including counterfeit medical devices, pharmaceuticals, nutritional supplements, beverages and other consumer, industrial and electronic products.

Mr. Potter also litigates to recover for fraudulent insurance claims, false pharmacy adjudications and fraudulently obtained discounts and rebates, and has successfully recovered tens of millions of dollars on behalf of pharmaceutical companies. In addition to this work, Mr. Potter also litigates cases for and against financial institutions and investment funds, as well as cases concerning accountant liability, defamation, consumer and shareholder class actions, unfair competition, copyright, breach of contract and fraud. He has also conducted numerous securities and employment arbitrations and internal investigations involving Foreign Corrupt Practices Act violations, accounting improprieties and employee malfeasance.

In the anti-counterfeiting arena, he has successfully sued and executed seizure orders globally against hundreds of individuals and businesses that have manufactured and distributed counterfeits. This has resulted in the seizure and destruction of millions of counterfeits and the collection of millions of dollars in settlements and judgments. Repeatedly, Mr. Potter's efforts have resulted in counterfeiters being incarcerated.

Outside of litigation, Mr. Potter counsels clients on integrated risk reduction solutions and best practices for avoiding counterfeiting problems. He advises on proactive methods to secure products and packaging against counterfeiters and on the development of programs to guard and monitor distribution channels.

*Chambers USA* has ranked Mr. Potter in Intellectual Property Litigation. It notes that Mr. Potter is known for his work in "high-stakes brand protection disputes." The guide calls him a "noted authority on anti-counterfeiting issues" and clients described him as "one of the most brilliant, innovative, creative attorneys I have had the pleasure of working with," as well as "one of the smartest, most strategic thinking, aggressive lawyers... in IP." He is also praised for being "able to think outside the box" and for being "a lawyer who genuinely looks out for his client's best interests." He is also listed as a "Litigation Star" for New York by Euromoney Institutional Investor PLC's *Benchmark Litigation* and is recognized in the 2025 and 2026 editions of *World Trademark Review 1000*. Cited as an authority on anti-counterfeiting in more than a hundred articles, his recent quotes have been published in *The New York Times*, *Wall Street Journal*, *International Herald Tribune*, *Forbes*, *Bloomberg* and *Financial Times*. He is also a frequent speaker and teacher at anti-counterfeiting conferences.

## Admissions

- U.S. Supreme Court
- U.S. Court of Appeals, Second Circuit; Third Circuit; Fourth Circuit; Seventh Circuit; Ninth Circuit; Eleventh Circuit; Federal Circuit
- U.S. District Court, Southern, Eastern, Western, and Northern Districts of New York
- U.S. District Court, Northern District of Illinois
- U.S. District Court, Eastern District of Michigan
- U.S. Court of International Trade
- U.S. Tax Court
- New York

## Professional Activities

MEMBERSHIPS: New York State Bar Association; American Bar Association, Member, Intellectual Property Division; New York Civil Rights Coalition, Corporate Counsel and Member, Board of Advisors

HONORS: Recognized as a *Leading Practitioner* for Intellectual Property by *Chambers USA*; Listed in the 2025 and 2026 editions of *World Trademark Review 1000 - The World's Leading Trademark Professionals*

## Education

- New York University School of Law (J.D., 1988)
- Cornell University (B.A., 1984)

# Speaking Engagements

## PRESENTER:

"Building a Scalable Playbook," Michigan State University's Center for Anti-Counterfeiting and Product Protection's 2026 Brand Protection Strategy Summit (March 18, 2026)

"How to Communicate Value Upward: ROI, Influence & Internal Advocacy," Michigan State University's Center for Anti-Counterfeiting and Product Protection's 2026 Brand Protection Strategy Summit (March 18, 2026)

"Leveraging U.S. Trademark Law to Block Unauthorized Imports" 2025 Anti-Counterfeiting World Law Summit (September 15, 2025)

"Counterfeiting and Diversion of the Pharma Supply Chain" Rx-360 Patient Safety Conference, Securing the Future: Patient Safety and Supply Chain Integrity in Pharma (September 11, 2025)

"Case Study— From Clues to Convictions, Injunctions and Judgments: Lessons in Combating \$350 Million of Counterfeit HIV Medication Through Innovative Investigative and Litigation Tactics" International Anti-Counterfeiting Coalition's 2025 Annual Conference (May 14, 2025)

"A Case Study: Stopping the Sale of Counterfeit and Illegally Diverted Medical Devices" Michigan State University's Center for Anti-Counterfeiting and Product Protection's 2025 Brand Protection Strategy Summit (March 27, 2025)

"Learn How to Hunt Down and Stop Pharmaceutical Counterfeiters" 2023 Anti-Counterfeiting World Law Summit (October 18, 2023)

"Beyond Borders: Combating Counterfeiting in a Globalized World" K2 Integrity (September 26, 2023)

"Counterfeit Products in the Pharmaceutical World' Rx360 2023 Patient Safety Conference (September 21, 2023)

"Learn How to Hunt Down and Stop Pharmaceutical Counterfeiters" Virtue Insight 12th Annual Pharma Anti-Counterfeiting & Serialisation Conference (September 7, 2023)

"Counterfeit HIV Medicines" 118th Congress Counterfeit Drug Briefing (February 28, 2023)

"Hunting Down and Stopping Medical Device Counterfeiters" 8th Brand Protection Excellence Forum (October 31, 2022)

"Hunting Down and Stopping Medical Device Counterfeiters" Anti-Counterfeiting World Law Summit (October 18, 2022)

"Intellectual Property Trends to Watch in 2022 & Beyond" State Capital Group Legal 2022 Annual Meeting (September 23, 2022)

"Risk of Counterfeit Medical Devices to Hospitals" American Society for Healthcare Risk Management 2022 Annual Conference (September 22, 2022)

"Get an Injunction Now!: Best Practices for Obtaining Emergency Injunction Relief" American Bar Association Section of Litigation 2018 Annual Conference (May 3, 2018)

"Case Study: Effectively Chasing and Shutting Down a Global Counterfeiting Scheme" IQPC 20<sup>th</sup> Annual Anti-Counterfeiting & Brand Protection Conference (January 30, 2018)

Chairperson, IQPC 20<sup>th</sup> Annual Anti-Counterfeiting & Brand Protection Conference (January 29-31, 2018)

"Cross Border IP Investigations: Complexities, Costs, and Risks," International AntiCounterfeiting Coalition (IACC) 2017 Annual Fall Conference (October 20, 2017)

Chairperson, IQPC 19th Annual Anti-Counterfeiting & Brand Protection Summit (September 28-29, 2017)

"Using Trademarks to Stop Diversion and Gray Market Sales," IQPC 19th Annual Anti-Counterfeiting & Brand Protection Summit (September 28, 2017)

Chairperson, IQPC 18<sup>th</sup> Annual Anti-Counterfeiting & Brand Protection Conference (January 24-25, 2017)

"Effective Strategies to Chase and Stop Counterfeiting Rings," IQPC 18<sup>th</sup> Annual Anti-Counterfeiting & Brand Protection Conference (January 24, 2017)

"Town Hall: Examine Your Top Burning Questions," IQPC 18<sup>th</sup> Annual Anti-Counterfeiting & Brand Protection Conference (January 25, 2017)

"Case Study: The 5-Hour ENERGY™ Anti-Counterfeiting Litigation," IQPC 17<sup>th</sup> Annual Anti-Counterfeiting & Brand Protection Summit (September 26, 2016)

"Best Practices for Fighting Product Diversion," ASIS International 62nd Annual Seminar and Exhibits (September 14, 2016)

Panelist, "Proactive Approaches to Combat Product Diversion," IQPC Annual Anti-Counterfeiting & Brand Protection Summit (January 27, 2016)

Moderator, "Developing Effective Brand Protection Budget Buy-In," IQPC Annual Anti-Counterfeiting & Brand Protection Summit (January 26, 2016)

"Combatting Product Diversion," ASIS International 61st Annual Seminar and Exhibits (September 29, 2015)

"Proactive Business Approaches for Combatting Illegal Diversion," Anti-Counterfeiting & Brand Protection Summit (January 27, 2015)

"Striking Back Against Counterfeiters," ASIS International 60th Annual Seminar and Exhibits (September 30, 2014)

"Brand Initiated Enforcement: How to Take Enforcement into Your Own Hands," IQPC Anti-Counterfeiting Pharmaceuticals and Medical Devices Summit (June 25, 2014)

"Using The Anti-Counterfeiting Laws to Hunt Down and Shut Down Counterfeiters," ASIS International 59th Annual Seminar and Exhibits (September 26, 2013)

"Raising Concerns in Counterfeit Medical Devices: How to Prevent Fraud," Quality Assurance in Device & Diagnostic Manufacturing Conference, Frankfurt, Germany (November 8, 2011)

"Case Study: Addressing Counterfeit Repackaging of Diverted Medical Devices," IACC Annual Spring Conference (May 13, 2011)

"Nuts & Bolts of Anti-Counterfeiting Litigation," USC Regulatory Science Program and The Food and Drug Law Institute Anti-Counterfeiting Seminar (November 10, 2010)

"Monitoring and Protecting a Licensing Program," LIMA Licensing International Expo 9, Las Vegas (June 9, 2010)

## In the Media

*Law360*, "[Gilead Accuses Pharmacies Of Selling Counterfeit HIV Drugs](#)" (May 7, 2026)

*Pretend Podcast*, "[I Beg Your Pardon](#)" (March 24, 2026)

*ALM's Legal Speak*, "[Geoffrey Potter's Anticounterfeit Practice Has the Air of an International Detective Thriller](#)" (February 10, 2026)

*Journal of Illicit Trade, Financial Crime, and Compliance*, "[Leveraging the Lanham Act for Anti-Counterfeiting: A Case Study of Gilead Sciences' Successful Civil-to-Criminal Enforcement Strategy in the U.S. Pharmaceutical Market](#)," (December 13, 2025)

*CNBC*, "[Cheaper medicines, free beach trips: U.S. health plans tap prescriptions that feds say are illegal](#)" (November 13, 2025)

*Law360*, "[US Nabs Man In Fake 5-Hour Energy Plot After Decade on the Run](#)" (June 2025)

*Mealey's*, "[Motion to Compel Granted in Trademark Row Involving Health Care Fraudster](#)" (May 2025)

*Fashion Network*, "[Puma, Brooks settle lawsuits over running-shoe patents, trademarks](#)" (February 2025)

*Law360*, "[Puma, Brooks End IP Fight Over 'Nitro' Running Shoes](#)" (February 2025)

*Life Sciences Intellectual Property Review*, "[Gilead awarded \\$30m over counterfeit HIV drug scheme](#)" (November 2024)

*Law360*, "[Gilead Gets \\$3.1M In Calif. Case Over Counterfeit HIV Drugs](#)" (November 2024)

*The Daily Journal*, "[Man ordered to pay Gilead \\$31 million for selling counterfeit HIV drugs](#)" (November 2024)

*Law360*, "[Abbott Inks \\$8M Deal With Healthcare Fraudster In TM Suit](#)" (November 2024)

*Law360*, "[Sanctioned Supplier, Abbott Strike Deal Over TM Judgment](#)" (November 2024)

*Mealey's*, "[2nd Circuit Affirms \\$33M In Damages In Diabetic Test Strip Trademark Fight](#)" (October 2024)

*Law360*, "[2nd Circ. Denies Jury Trial In Abbott Labs Gray Market Case](#)" (September 2024)

*The New York Times*, "[Trump Gave Them a Second Chance. They Could Not Stay Out of Trouble](#)" (September 2024)

*Bloomberg Law*, "[Abbott Keeps \\$33 Million Sanction Award from Diabetes Strip Case](#)" (September 2024)

*Life Sciences Intellectual Property Review*, "[Gilead Scores Win in Fake HIV Drug Dispute](#)" (September 2024)

*Securing Industry*, "[Gilead Chalks Up Another Win in Fake HIV Meds Lawsuit](#)" (September 2024)

*IPWatchdog*, "[Other Barks & Bites for Friday September 20: Biden Administration Announces \\$3 Billion Advanced Battery Investment; Fifth Circuit Affirms Fair Use Ruling on Dog Art Kits; and California Passes State Bills on Digital Replica Rights](#)" (September 2024)

*The Wall Street Journal*, "[A Hard-Edged Battle Over Squishy Toys](#)" (September 2024)

*Law360*, "[Abbott Judge Suggests \\$54M Judgment in Test Strip TM Case](#)" (August 2024)

*CNBC*, "[Gilead Sciences alleges dangerous drug-counterfeiting operation at two NYC pharmacies in lawsuit](#)" (August 2024)

*Managing IP*, "[How four firms manage their anti-counterfeiting practices](#)" (July 2024)

*Law360*, "[Abbott Wins Trust Asset Freeze to Collect \\$33M In TM Fight](#)" (July 2024)

*Bloomberg Law*, "[Abbott Gets Asset Freeze to Protect Award in Diabetes Strip Case](#)" (July 2024)

*Law360*, "[Puma Aims To Unveil Redacted Docs In Shoe IP Battle](#)" (July 2024)

*Fierce Pharma*, "[After Gilead and J&J lawsuits, distributor Safe Chain sees its owners charged in criminal indictment](#)" (July 2024)

*STAT*, "[Drug Wholesaler Owners Indicted for Alleged Role in Diverting HIV Medicines](#)" (June 2024)

*PharmaVoice*, "[Will the real Ozempic please stand up? Lilly, Novo face uphill counterfeit battle](#)" (June 2024)

*Medical Device and Diagnostic Industry Online*, "[Roche Sues Sellers Over Counterfeit Diabetes Products Sold on Amazon](#)" (June 2024)

CNBC, "[Roche alleges counterfeit diabetes medical devices were sold on Amazon](#)" (June 2024)

Vanity Fair, "[Why Counterfeit Ozempic Is a Global-Growth Industry](#)" (June 2024)

The Star Democrat, "[Safe Chain Solutions to settle alleged counterfeit HIV drug claims](#)" (February 2024)

CNBC, "[Fraud in a bottle: How Big Pharma takes on criminals who make millions off of counterfeit drugs](#)" (December 2023)

Law360, "[Sanctioned Wholesaler Wants Abbott Labs Out Of Her Trust](#)" (November 2023)

New York Law Journal, "[Brooklyn Federal Judge Refuses to Lift Asset Freezes in Counterfeit HIV Drug Lawsuit](#)" (August 2023)

Law360, "[NY Judge Won't Lift Asset Freezes In Gilead Counterfeit Suit](#)" (July 2023)

Law360, "[J&J Lands \\$18M Judgment In Counterfeit Surgical Tools Suit](#)" (July 2023)

Law360, "[Deposition Do-Over Ordered In Diabetes Strip Fraud Suit](#)" (April 2023)

New York Law Journal, "[Abbott Laboratories Wins \\$33.4 Million Judgment Against Wholesaler in Brooklyn Federal Suit](#)" (March 2023)

Law360, "[Wholesaler To Pay \\$33.4M In Abbott Labs Test Strips TM Row](#)" (March 2023)

New Jersey Law Journal, "['Objection!': Baker & Hostetler Partner Accused of Tanking His Deposition](#)" (March 2023)

Law360, "[Roche Blasts Attys' 'Misconduct' In Diabetes Fraud Deposition](#)" (March 2023)

Daily Business Review, "[Florida Judge Awards Gilead Sciences \\$131M Judgment](#)" (March 2023)

Law360, "[Roche Rips Bank's Counterclaims In \\$87M Test Strip Row](#)" (February 2023)

Law360, "[IP Group Of The Year: Patterson Belknap](#)" (January 2023)

Bloomberg Law, "[Puma, Brooks Trademark Fight Over 'Nitro' Moved to Washington](#)" (January 2023)

Life Sciences Intellectual Property Review, "[Abbott secures \\$26m damages in TM clash](#)" (January 2023)

Bloomberg Law, "[Abbott Awarded \\$26 Million in Diabetes Strip Sale Suit](#)" (December 2022)

Law360, "[NY Judge Signs Off On J&J Counterfeit Meds Injunction](#)" (November 2022)

Pharmaceutical Processing World, "[Gilead gains ground in HIV drug counterfeit litigation](#)" (October 2022)

Bloomberg Law, "[Roche, LifeScan Proceed in Diabetes Test Strip Fraud Suits](#)" (September 2022)

Law360, "[Fla. Man's Silence Keeps Gilead's NY Counterfeiting Suit Alive](#)" (September 2022)

Life Sciences Intellectual Property Review, "[J&J unit primed for multi-million dollar damages over counterfeits](#)" (August 2022)

*Law360*, "[J&J Should Get \\$18M For 'Horrible' Counterfeits, Judge Says](#)" (August 2022)

*Fierce Pharma*, "[Gilead nets \\$33M in settlement over yearslong HIV drug fraud case in Florida](#)" (June 2022)

*Managing IP*, "[The real deal: how pharma counsel spot counterfeit drugs](#)" (May 2022)

*BioWorld*, "[Patient assistance programs attractive fraud target](#)" (May 2022)

*Fierce Pharma*, "['Who wants to make money?' Court documents outline wild fraud scheme targeting Gilead HIV meds](#)" (May 2022)

*Law360*, "[J&J Says Counterfeit Ring Selling 'Dangerous' HIV Meds](#)" (April 2022)

*The Wall Street Journal*, "[Johnson & Johnson Files Suit Against Alleged HIV-Drug Counterfeiters](#)" (April 2022)

*BioSpace*, "[Gilead Secures Legal Victory in Battle Against HIV Drug Fraud](#)" (April 2022)

*Daily Mail*, "[Florida health care clinics and pharmacies accused of stealing MILLIONS of dollars by making fraudulent claims for HIV medication and selling them on the black market](#)" (April 2022)

*Fierce Pharma*, "[Gilead presses HIV drug fraud in court, wins freeze of 'kingpin' assets](#)" (April 2022)

*PharmaPhorum*, "[Gilead wins court order against fraudsters targeting HIV programme](#)" (April 2022)

*The Wall Street Journal*, "[Justice Department Probes Network Accused of Selling Counterfeit HIV Drugs](#)" (March 2022)

*Dorchester Star*, "[Cambridge-based Safe Chain Solutions implicated in massive counterfeit HIV drug scheme](#)" (February 2022)

*Law360*, "[Fla. Clinics Can't Ditch Gilead's HIV Drug Charity Scam Claims](#)" (February 2022)

*Ethicon YouTube Channel*, "[Raising Awareness about Counterfeit Medical Devices](#)" (February 2022)

*Law360*, "[Gilead Says Counterfeit Ring Swiped Its HIV Drug Branding](#)" (January 2022)

*Law.com*, "[Skilled in the Art: Patterson Belknap Leads Gilead Sciences' Charge Against Alleged Pharma Counterfeits](#)" (January 2022)

*IPWatchdog*, "[Court Unseals Documents in Gilead Lawsuit Alleging Massive Counterfeit HIV Drug Scheme](#)" (January 2022)

*The Wall Street Journal*, "[Drugmaker Gilead Alleges Counterfeiting Ring Sold Its HIV Drugs](#)" (January 2022)

*Life Sciences Intellectual Property Review*, "[J&J secures injunction against medical device counterfeiter](#)" (December 2021)

*Intellectual Property Magazine*, "[Fake COVID-19 Vaccines Found in Mexico and Poland](#)" (May 2021)

*Monroe Journal*, "[Amory businessman indicted for wire fraud and health care fraud](#)" (April 2021)

*Pharmaceutical Commerce*, "[Fake doses spotlight unique distribution-chain risks for Covid vaccines](#)" (April 2021)

*Associated Press*, "[Woman sentenced for selling nonsterile, fake medical mesh](#)" (March 2021)

*Lexington Herald-Leader*, "[Woman who sold fake medical product to University of Kentucky sentenced to prison](#)" (March 2021)

*Bloomberg Law*, "[Roche Diagnostics, Pharmacies End Fraud Suite for \\$43 Million](#)" (February 2021)

*Law360*, "[J&J Wins Settlement In Counterfeit Device Row](#)" (February 2021)

*Natural Products Insider*, "[Former President Trump commuted sentence of woman in 5-hour Energy counterfeit scheme](#)" (February 2021)

*The San Diego Union-Tribune*, "[The South Bay businesswoman who got clemency from Trump](#)" (January 2021)

*Law360*, "[Clinics Barred From Gilead HIV Drug Program For Now](#)" (December 2020)

*BioWorld*, "[Gilead suit shows vulnerability of prescription assistance programs](#)" (November 2020)

*Law360*, "[J&J Unit Block Against Seller of Counterfeit Implants](#)" (October 2020)

*Law360*, "[J&J Surgical Rip-Offs Lead To Seizure, FDA Criminal Probe](#)" (June 2020)

*The American Lawyer*, "[Daily Dicta: Repeat After Me: It's a Bad Idea to Commit Discovery Fraud](#)" (May 2020)

*Law360*, "[Abbott Wins Test Strip Suit After Supplier's Discovery Fraud](#)" (March 2020)

*The Wall Street Journal*, "[Cisco Wins Legal Challenge in Battle Against Chines Counterfeits](#)" (December 2019)

*The American Lawyer*, "[Shout Out: Patterson Belknap Wins Terminating Sanctions for Abbott in Discovery Fraud Case](#)" (May 2019)

*Law360*, "[Magistrate Details Cautionary Tale of Case-Ending Fraud](#)" (May 2019)

*Trademarks & Brands Online*, "[Trump Signs Memo to Stem Online Sale of Fake Goods](#)" (April 2019)

*Reuters*, "[Roche Sues U.S. Executives in Fight Over Diabetes Test Strips](#)" (March 2019)

*Medtech Insight*, "[Roche Gets Injunction Against Pharmacy Chain In Test-Strip Fraud Case](#)" (October 2018)

*Real Estate Weekly*, "[Renegade Intern Lands ATCO in Hot Water with Data Company](#)" (August 2018)

*The National Law Journal*, "[Intellectual Property Trailblazers](#)" (February 2018)

*Corporate Counsel*, "[Tracking Down a Counterfeiter, Bottle by Bottle, and Finding Justice](#)" (May 2017)

*The Mercury News*, "[San Jose: 5-Hour Energy counterfeiter gets 7 years in prison](#)" (April 2017)

*Law360*, "[Counterfeit 5-Hour Energy Ringleader Sentenced To 7 Years](#)" (April 2017)

*IPPro the Internet*, "[Alibaba calls for tougher counterfeit penalties](#)" (February 2017)

*InsideCounsel*, "[Alibaba Should 'Look in the Mirror' Over False Counterfeiting Accusations](#)" (February 2017)

*The American Lawyer*, "[Litigator of the Week: Nabbing the Counterfeiters for 5-Hour Energy](#)" (December 2016)

*New York Law Journal*, "[Second Circuit Approves Sales Ban on 'Gray Market' Diabetes Test Strips](#)" (November 2016)

*Law360*, "[2nd Circ. Backs Ban On 'Gray Market' Sale Of Abbott Test Strip](#)" (November 2016)

*Law360*, "[Challenge To Test Strip Injunction Falls Flat In 2nd Circ.](#)" (October 2016)

*USA Today*, "[Head of anti-fakes group closely tied to Alibaba](#)" (May 2016)

*Law360*, "[Injunction On 'Gray Market' Abbott Diabetes Test Strips Grows](#)" (December 2015)

*The American Lawyer*, "[Patterson Belknap Scores for Abbott in Diabetes Test Strip Imports](#)" (November 2015)

*Law360*, "[Feds Indict 10 Over Fake 5-Hour Energy Scheme](#)" (June 2015)