

Cristina N. Rubke

COUNSEL

415-773-7379

crubke@sflaw.com

Cristina Rubke brings more than a decade of experience advising clients on all aspects of trademark prosecution, brand strategy and intellectual property enforcement.

With a practice that focuses on domestic and international trademark matters, including trademark clearance, registration, enforcement and portfolio management, Cristina counsels clients across a wide range of industries on developing and protecting their brands in markets around the world.

Cristina manages complex U.S. and global trademark portfolios, offering strategic guidance on trademark selection, availability and international filing strategies. In addition, she has significant experience handling domain name disputes under the Uniform Domain-Name Dispute-Resolution Policy (UDRP) and similar procedures, helping clients combat cybersquatting and protect their online presence.

Additionally, Cristina regularly represents clients in opposition and cancellation proceedings before the Trademark Trial and Appeal Board (TTAB), where she brings a practical, business-focused approach to resolving disputes and securing clients' trademark rights.

Clients rely on Cristina to deliver clear, strategic counsel that helps them protect and grow their brand assets in an increasingly global and digital marketplace.

AREAS OF EXPERTISE

Intellectual Property

Trademarks

Intellectual Property Disputes

Copyrights

EDUCATION

Santa Clara University; J.D., 2004

University of California, Berkeley; B.A., English, 2001

BAR ADMISSIONS

California

© 2026 Shartsis Friese LLP | All Rights Reserved |

Activities

- International Trademark Association (INTA)
- American Intellectual Property Law Association (AIPLA)
- San Francisco Intellectual Property Law Association (SFIPLA)
  - President, 2023
  - Board Member, 2016-2024
- San Francisco Municipal Transportation Agency (SFMTA)
  - Board Member, 2012-2020
- Bay Area Association of Disabled Sailors
  - Commodore
- Disability Rights Advocates
  - Vice Chair January 2025 – June 2025
  - Chair, July 2025 – present
- BayQuest
  - Treasurer, April 2024 – present

© 2026 Shartsis Friese LLP | All Rights Reserved |