

## R. Gwen Peterson

### Partner

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#### Services

Brand Licensing & Related  
Transactions  
Clearance & Portfolio Management  
Intellectual Property  
Trademark, Copyright &  
Advertising

#### Industries

Consumer Goods  
Food, Restaurant & Beverage  
Health & Life Sciences  
Retail & Consumer Goods

Gwen Peterson has been practicing law in the intellectual property field for over 20 years and is an experienced transactional and trademark practitioner. Ms. Peterson's practice focuses on intellectual property licensing and related transactions, with an emphasis on the strategic negotiation, drafting and review of agreements having intellectual property implications. She has experience with a broad range of intellectual property-related agreements, including patent and technology license agreements, trademark and copyright license agreements, asset transfer agreements, patent and trademark assignments, material transfer agreements, research and collaboration agreements, joint development agreements, research consulting agreements, marketing and merchandising agreements, co-branding agreements, co-existence agreements, software licenses, software development agreements, copyright license agreements, artist agreements and a variety of web-related agreements. Ms. Peterson also assists clients with large-scale global records of intellectual property assignments and licenses.

In addition to her transactional practice, Ms. Peterson maintains an active practice in trademark portfolio management, including trademark clearance, domestic and international trademark prosecution and the development of international and domestic trademark protection strategies. Ms. Peterson also handles trademark and licensing due diligence for clients involved in asset acquisitions and in funding events.

Ms. Peterson works with clients in a broad range of industries, including the chemical, pharmaceutical and biotechnology fields, the consumer food and alcoholic beverage space, the software industry and the financial services industry. Her clients span the size spectrum, from individual intellectual property owners to publicly traded companies to large privately held companies, and she enjoys the opportunities and challenges that each brings to the table. Ms. Peterson has been recognized as a Northern California "Super Lawyer" for Intellectual Property by *Super Lawyers* magazine, named one of *East Bay Business Times*' "40 under 40," and listed in the



2017, 2018 and 2019 editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*.

### **Education**

University of Texas Law School, J.D. (1991) *with honors*

Texas A&M University, B.S., Biomedical Science (1987) *summa cum laude*

### **Admissions**

California (1992)

Texas (1991)

### **Court Admissions**

U.S. Patent and Trademark Office

### **Professional & Community Activities**

American Bar Association

Contra Costa Bar Association

Licensing Executives Society

International Trademark Association (INTA)

Middle School STEM Program - Facilitator (2015)

Elementary School Foundation - Board Member (2006-2013)

### **Insights**

#### [News Releases](#)

Three Kilpatrick Townsend Attorneys Named 2019 Client Choice Award Winners  
February 19, 2019

#### [News Releases](#)

Kilpatrick Townsends Trademark Practice Receives Gold Level Recognition  
February 5, 2019

#### [News Releases](#)

Kilpatrick Townsends Trademark Practice Receives Gold Level Recognition in the 2018 World Trademark Review 1000  
January 25, 2018



### [News Releases](#)

Kilpatrick Townsends Trademark Practice Receives Gold Level Recognition in the 2017 World Trademark Review 1000

February 9, 2017

### [In The News](#)

Kilpatrick Townsend's Media Report September 30 - October 6, 2016

October 7, 2016

### [Publications](#)

Putting the Diligence in Intellectual Property Due Diligence: Cautionary Tales of Those Who Didn't

September 26, 2016

### [Events](#)

Protecting Product Designs, Configurations and Packaging Using Design Patents, Trademark and Trade Dress

February 25, 2016