

Olivia Maria Baratta

Partner

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Services

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

Maria Baratta concentrates her practice in the areas of international and domestic brand strategy, portfolio management, multi-jurisdictional dispute management, enforcement, social media, and domain name disputes. She serves clients in the communications, accounting, aluminum, pharmaceutical, medical device, automotive, and alcoholic beverage industries. Ms. Baratta also gained experience and insight into the demands on in-house counsel while on a nine-month secondment with Pfizer Inc.

p>Prior to joining the firm, Ms. Baratta worked at a law firm in London. During law school, Ms. Baratta was an Honor Board Member, Executive Editor of the Tulane Journal of International and Comparative Law, and earned the Highest Grade in European Community Environmental Law. She also studied comparative law at L'Università di Siena, Italy.

Ms. Baratta was recognized in *The Best Lawyers in America*® for Intellectual Property Litigation in 2020 and the four years immediately preceding and for Intellectual Property Litigation and Trademark Law in 2021. She is listed in the 2021 and the three immediately preceding editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*. Ms. Baratta was recognized in 2020 and the three years immediately preceding as a Georgia "Super Lawyer" in the area of Intellectual Property by *Super Lawyers* magazine. She received the 2014 Client Choice Award USA & Canada in the Intellectual Property – Trademarks category for Georgia from Lexology and the International Law Office (ILO). Ms. Baratta also is a past recipient of the Woodruff Arts Center's "Charles R. Yates Award" for Outstanding Volunteer Service. Ms. Baratta speaks fluent Italian.

Experience



Represents one of the world's largest hotel and hospitality companies in managing its international trademark portfolio and enforcement.

Represents the owner of the famous and iconic WONDER brand, managing worldwide enforcement.

Represents the world's largest recycler of aluminum and leader in flat-rolled aluminum.

Represents a global manufacturer of car seats and strollers.

Represents several universities and colleges in connection with registration and enforcement.

Represents the American Cancer Society, Inc. and the Navy SEAL Foundation managing clearance, registration, and enforcement.

Provides international and domestic trademark portfolio management, brand strategy, multi-jurisdictional dispute management, and social media counseling to a provider of global, on-demand conferencing solutions and collaborations software that help more than 30,000 companies and 75 percent of the *Fortune* 100.

Secured the denial of class certification in a class action filed against Cingular Wireless in Georgia state court alleging "spam-fax" claims under the federal Telephone Consumer Protection Act (TCPA) and seeking class-wide damages of \$750 million. The trial court's denial of class certification was affirmed on appeal by the Georgia Court of Appeals. This victory was significant because Georgia had been a leading jurisdiction favoring the certification of class actions under the TCPA. *McGarry v. Cingular Wireless LLC*, 267 Ga. App. 23, 599 S.E.2d 34 (2004).

Education

Tulane University J.D. (2000) *cum laude*
Certificate of European Legal Studies

Duke University B.A. *Dean's List*

Admissions

Georgia (2000)

Court Admissions

U.S. Court of Appeals for the Eleventh Circuit

U.S. District Court for the Northern District of Georgia

U.S. Supreme Court



Clerkships

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Professional & Community Activities

International Trademark Association, *The Trademark Reporter* Committee, Editor (2014-Present); 2016 Annual Meeting US Programming Team, Member; Non-Traditional Marks Committee, Member (2012-2013); U.S. Legislation Committee, Member (2008-2011)

Georgia Trust for Historic Preservation, Rhodes Hall, Board of Governors

Grady Health Systems, Volunteer

Junior League of Atlanta, Inc.

Woodruff Arts Center, Arts Center Friends, Steering Committee

Insights

Publications

Trademarks 2021

March 11, 2021

News Releases

Kilpatrick Townsend Earns Top Ranking from 2021 World Trademark Review

February 17, 2021

Webinars

Doing Business in the European Union: Exploring Cross-Border Legal Issues

December 7, 2020

News Releases

Record-Breaking Recognition for Kilpatrick Townsend in *The Best Lawyers in America*® 2021

August 20, 2020

News Releases

Kilpatrick Townsend Attorneys Named 2020 Georgia Super Lawyers

March 6, 2020

In The News

Kilpatrick Townsend's Trademark Team Earns Top Ranking From World Trademark Review



February 20, 2020

[Publications](#)

Lexology Getting The Deal Through: Trademarks 2020

December 3, 2019

[Publications](#)

Trademarks 2020

September 1, 2019

[News Releases](#)

Record-Breaking Recognition for Kilpatrick Townsend in *The Best Lawyers in America*® 2020

August 15, 2019

[Perspectives](#)

KTIPS Takeaways | Trademark Prosecution & Case Law Updates

April 15, 2019

[News Releases](#)

Kilpatrick Townsend Achieves Recognition for 2019 Georgia Super Lawyers

February 28, 2019

[News Releases](#)

Kilpatrick Townsend's Trademark Practice Receives Gold Level Recognition

February 5, 2019

[In The News](#)

Record-Breaking Recognition for Kilpatrick Townsend in *The Best Lawyers in America*® 2019

August 20, 2018

[News Releases](#)

Kilpatrick Townsend Once Again Achieves Recognition for 2018 Georgia Super Lawyers

February 28, 2018

[News Releases](#)



Kilpatrick Townsend's Trademark Practice Receives Gold Level Recognition in the 2018 World Trademark Review 1000

January 25, 2018

[News Releases](#)

Record-Breaking Recognition for Kilpatrick Townsend in The Best Lawyers in America® 2018

August 15, 2017

[Publications](#)

Trademarks in the USA

May 1, 2017

[News Releases](#)

Kilpatrick Townsend Once Again Achieves Recognition for 2017 Georgia Super Lawyers

February 28, 2017

[News Releases](#)

Kilpatrick Townsend Earns Record-Breaking Recognition in Annual Best Lawyers in America 2017

August 16, 2016

[Events](#)

Cross-Border Issues between the United States and Germany

July 21, 2016

[Events](#)

How Far Can You Bend A Mark Before It Breaks?

May 24, 2016

[Events](#)

IP Considerations and Opportunities in Cuba

March 9, 2016

[News Releases](#)

Kilpatrick Townsend Earns Record-Breaking Recognition in Annual Best Lawyers in America 2016

August 19, 2015