

Olivia Maria Baratta

Partner

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Services

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

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.

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 2019 and the three years immediately preceding. She is listed in the 2018 edition of *World Trademark Review 1000 – The World's Leading Trademark Professionals*. Ms. Baratta was recognized in 2017 and 2018 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

Provides international and domestic trademark portfolio management, brand strategy, multi-jurisdictional



dispute management, and social media counseling to PGI. PGI provides global, on-demand conferencing solutions and collaborations software that help more than 30,000 companies and 75 percent of the *Fortune* 100.

Provides trademark management and brand protection services.

The firm served as lead counsel and 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).

Represents the American Cancer Society in trademark matters and in opposition and cancellation proceedings before the Trademark Trial and Appeal Board. The firm also provides counseling regarding international and domestic clearance and brand management, licensing, and domain disputes and acquisitions.

Represents the Collegiate Licensing Company (CLC), one of the most successful licensing companies in the United States. CLC is the exclusive licensing agent for nearly 200 colleges, universities, conferences and bowl games. The firm is the only law firm advising CLC on its trademark matters and, as a result, the firm manages the trademark portfolios of more than 50 colleges and universities represented by CLC. The firm also advises the company’s related entity, CLC International LLC, in connection with international clearance, brand management, enforcement and contentious proceedings.

Provide a variety of services and representation to victims of Hurricane Katrina and the organizations that assist them. Over a dozen firm lawyers have spent a week each at the New Orleans Pro Bono Project supervising law students who spend their spring and winter breaks working on domestic relations and successions cases for clients of the project. In Mississippi, a team of lawyers donated their legal skills to work with Mississippi Gulf Coast clients who suffered losses as a result of Hurricane Katrina. Others have accepted insurance claim cases from that organization. Another team of firm lawyers is working with the Lawyers Committee on Civil Rights Under Law and in-house lawyers at Citi to advise a nonprofit organization that has designed and will produce green modular housing in Mississippi to replace homes destroyed by Hurricane Katrina. The firm has provided advice in the areas of corporate, tax, intellectual property, construction, environmental, real estate and finance.

Provides international and domestic trademark portfolio management, brand strategy, and counseling.

Represent children and/or their best interests in a variety of settings and courts. Lawyers routinely serve as



guardians ad litem, representing the best interests of children in a variety of contexts. In Atlanta and in Winston-Salem, lawyers have represented the best interests of hundreds of children whose parents are disputing their custody. The guardian ad litem is charged with getting to know the child, studying the circumstances of the child's life, interviewing witnesses, reviewing documents and ultimately, making an oral or written recommendation to the appointing court as to what is in the child's best interests.

Provides international and domestic trademark portfolio management, brand strategy, multi-jurisdictional dispute management, and counseling.

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. Supreme Court

U.S. Court of Appeals for the Eleventh Circuit

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

Clerkships

Supreme Court of New York - Honorable Charles Ramos

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



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

August 20, 2018

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Kilpatrick Townsend Once Again Achieves Recognition for 2018 Georgia Super Lawyers

February 28, 2018

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

January 25, 2018

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

August 15, 2017

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Trademarks in the USA

May 1, 2017

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Kilpatrick Townsend Once Again Achieves Recognition for 2017 Georgia Super Lawyers

February 28, 2017