



Katherine M. Wallace

Counsel

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Related Services

Intellectual Property ■ Intellectual Property Licensing Transactions ■ Trademark & Copyright ■ IP & Software Licensing ■ Technology Transfer & Complex Licensing ■ Publishing & Branded Entertainment ■ Advertising ■ Marketing & Promotions ■ Sponsorship & Sports Marketing ■ Privacy, Cyber & Data Strategy ■ Corporate & Business Transactions ■ Hospitality

Katherine Wallace focuses her practice on all aspects of intellectual property transactional matters, with an emphasis on advertising and sponsorship matters, as well as a wide range of licensing and technology transactions. This includes counseling on the protection and enforcement of intellectual property, including licensing strategies for use, integration and ownership of technology in products for commercial distribution, trademark enforcement and brand protection, e-commerce transactions and strategic alliances.

As a member of the Advertising & Marketing Team and electronic entertainment task force, Katherine has extensive experience counseling clients in the areas of sports and entertainment properties, electronic entertainment and content licensing. She has experience drafting and negotiating a diverse range of agreements in a variety of industries, including sponsorship agreements, master advertising agreements, technology services agreements, website development and fulfillment agreements, publishing agreements, retail license and distribution agreements, and cobranding and cross-marketing agreements. Her practice also involves counseling on complex promotional activities, including giveaways, contests, sweepstakes, direct-to-consumer advertising and telemarketing campaigns.

Katherine received her undergraduate degree, with highest honors, from the Georgia Institute of Technology and her J.D., magna cum laude, from the University of Georgia School of Law, where she was an editor for the *Georgia Law Review*.

Representative Experience

- Negotiated sponsorship relationships with sports and entertainment entities, including the NCAA, NFL, NBA, Major League Baseball, United States Golf Association, PGA, LPGA, PGA European Tour, NTRA, motorsports teams in NASCAR and IRL, as well as numerous professional franchises and university sports programs.
- Negotiated sponsorship agreements with major thoroughbred racing organizations and the sponsorship of a “Triple Crown” contending racehorse.
- Structured and negotiated multiple talent and endorsement agreements with national celebrities and athletes.
- Counsel to an apparel manufacturer regarding a consumer survey and a national comparative advertising campaign.
- Counsel to a major entertainment company regarding the licensing and distribution of video game content for the online service and development of a massive, multiplayer online game.
- Routinely counsels clients regarding games of chance, contests, consumer rebates, premium and coupon offers, incentive programs, product placements and other promotional campaigns.

Representative examples include:

- Co-branded sweepstakes involving a client-sponsored sporting event that was conducted simultaneously through in-arena and website campaigns involving entries via text message, cell phone and online.
- Contest promotions involving online submission of user-generated content (including video or related digital media) with consumer voting components.
- Contest and sweepstakes promotions through integrated use of social networking websites, including promotions through Facebook applications.
- Various instant win, on-pack and in-store promotions, including promotions with online entry code redemptions.
- Routinely counsels clients regarding the implementation of cause-related marketing campaigns and charitable sales promotions, use of testimonials and endorsements, and implementation of user-generated marketing campaigns.

Professional & Community Engagement

- Atlanta Intellectual Property Inn of Court

Education

- University of Georgia (J.D., 2000)
- Georgia Institute of Technology (B.S., 1996)

Admitted to Practice

- Georgia