

Martha Gayle

Retired Partner

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Martha Gayle concentrates her practice on sophisticated worldwide brand management and counseling to strategically position clients, brands and images in the global marketplace. Her focus is to enhance and increase the value of each client's intellectual property with the goal of increasing the client's market share. Martha's practice includes trademark, copyright, domain name and related intellectual property matters. She serves as lead intellectual property counsel, with a focus on trademark matters, for significant trademark owners around the world. She concentrates in coordinating worldwide portfolios from a global procurement, maintenance, enforcement and strategic management perspective.

Martha is a frequent author and speaker on intellectual property issues and has spoken before numerous professional organizations, including the International Trademark Association, the National Forum for Women Corporate Counsel and the North Carolina Bar Association.

Representative Experience

- Primary trademark counsel to one of the world's largest footwear companies.
- Primary trademark counsel to one of the world's largest home improvement centers.
- Primary trademark counsel to a variety of clients in multiple industries, including retail store services, financial and insurance services, footwear, textile and home products, apparel, packaging, and sports and entertainment.

Professional & Community Engagement

- "Lawyer of the Year" for 2013 by *Best Lawyers*[®]
- Recognized by peers and in-house counsel in the "Top 250 Women in IP" by Euromoney Legal Media Group (August 2016)
- Featured in the "Guide to the World's Leading Women in Business Law" by Euromoney Legal Media Group (July 2016)
- 2015-2018 "IP Stars" by *Managing Intellectual Property*
- Martha is regularly featured in the "Guide to the World's Leading Trademark Law Practitioners" by Euromoney Legal Media Group
- INTA (International Trademark Association), board of directors (2000-2003), audit committee, leadership development committee (2016-2017)
- NAWL (National Association of Women Lawyers)

Education

- Wake Forest University (J.D., 1981)

- Duke University (B.A., 1975)

Admitted to Practice

- North Carolina

Related Services

Intellectual Property | Intellectual Property Litigation | Intellectual Property Licensing Transactions |
Trademark & Copyright | Trademark Prosecution & Portfolio Management