

Media Coverage: Theresa Conduah Joins Haynes and Boone's IP Practice Group

November 2, 2020

PRACTICES Intellectual Property, Trademark and Advertising

Bloomberg Law, *Law360* and other publications reported that [Theresa Conduah](#) joined Haynes Boone as a trademark partner in the Orange County office.

Below is an excerpt of the [Law360 article](#):

'Ex-Toyota Atty Hopes Move to Haynes Inspires Next Gen'

A former in-house intellectual property counsel at United Airlines and Toyota Motor North America Inc. is joining Haynes Boone as a partner in its Orange County office, and she wants the move to serve as a call for young Black attorneys to climb the ladder in Big Law.

The addition of Theresa Conduah, who has more than a decade's worth of in-house and private practice experience in IP and brand protection, was announced by Haynes Boone on Thursday. She comes to the firm following a yearlong stint as vice president for intellectual property at dosist, a health and wellness company offering certain cannabis products.

She served as counsel at Toyota for three years, in addition to a four-year stint with United. Before moving in-house, she was an attorney with Milbank and Alston & Bird, according to her LinkedIn profile.

"Earlier in my career in private practice, there were not many folks who looked like me at the leadership level," Conduah, who is Black, told *Law360*, adding that there's a perception that going in-house may be the only way for racial minorities to grow in the legal profession.

"Of course in-house provides great opportunities, but I also want younger attorneys to know that law firms offer opportunity, and if private practice is what they enjoy, they should have the opportunity to be able to be engaged and grow to the leadership level," she said.

Conduah's move follows that of Joseph Matal, the former acting head of the U.S. Patent and Trademark Office, who joined the firm's IP practice in Washington, D.C., in August. The firm's New York office in March also nabbed Erin Hennessy, a former chief trademark counsel for Time Warner.

The following publications also reported on Conduah's move to the firm:

[Bloomberg Law](#)
[The Recorder](#)
[World Trademark Review](#)

To read the Haynes Boone announcement about Conduah, click [here](#).