

## Trademark Bar Leader Erin Hennessy Joins Haynes and Boone in New York

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**PRACTICES** Intellectual Property, Trademark Prosecution, Trademark and Advertising, Trademark Litigation, Trademark Cancellations and Oppositions

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[Erin Hennessy](#), a recognized leader in the trademark bar, has joined Haynes Boone as a partner in the firm's New York office.

Erin has served as chief trademark counsel for Time Warner, a Board member of the International Trademark Association (INTA), and chair of her prior firm's Trademark and Copyright Practice. She is currently acting counsel of the INTA Board, in addition to representing brand owners in the entertainment, media, retail, publishing, technology, fashion, financial services and energy industries. Erin's global practice focuses on building brand value through thoughtful use of the full spectrum of trademark protection and enforcement services.

The wife of a retired United States Army colonel, Erin has long been committed to advancing the interests of the U.S. military. In 2018 and 2019, she received the Army's Outstanding Civilian Service Medal, and she also received the Army's Commander's Award for Public Service (on two occasions) and the Military Spouse J.D. Network's Professional Excellence Award.

"Erin is widely respected among brand owners worldwide" said [Purvi Patel Albers](#), a member of Haynes Boone's board of directors who has also served on the INTA Board. "Erin is known for taking wonderful care of clients and getting great results. She is such a fine lawyer and friend; we are thrilled that she is joining our team."

Haynes Boone Managing Partner [Tim Powers](#) adds: "Our 2025 Plan features growing strategic practices in key markets with top talent. It is especially gratifying when we attract partners our people know and respect, like Erin." For New York Office MP [Craig Unterberg](#), adding Erin and recent Finance laterals [Matt Frankle](#) and [Giorgio Bovenzi](#) are signs of things to come: "We're finding that more and more lawyers in this market are interested in what we offer: leading practices and lawyers working in a stable, teamwork-focused culture. Erin is going to be a big contributor to our office."

Erin said the move feels like a homecoming. "I have long admired the skill and depth of Haynes Boone's trademark group, and I'm excited to work with good friends. I look forward to helping the firm expand its nationally-ranked trademark practice and continue to grow the New York office."

Erin writes and speaks frequently on such topics as publicity rights, parody, domain names, trademarks in social media, and trademark prosecution best practices. She was ranked among New York's leading trademark lawyers in the 2020 edition of *World Trademark Review 1000* directory (Globe Business Publishing).

Haynes Boone's 25+ member Trademark Practice Group protects and enforces its clients' marks, which include some of the world's most famous brands. The 2020 edition of the *World Trademark Review 1000* directory awarded Haynes Boone a gold ranking as one of the top trademark

practices in the U.S. With Erin's addition, eight of Haynes Boone's trademark partners are ranked among the top trademark attorneys in Texas, California and New York.

Haynes Boone is an international corporate law firm with offices in Texas, New York, California, Charlotte, Chicago, Denver, Washington, D.C., London, Mexico City and Shanghai, providing a full spectrum of legal services in energy, technology, financial services and private equity. With more than 575 lawyers, Haynes Boone is ranked among the largest U.S.-based firms by *The National Law Journal*, *The American Lawyer* and *The Lawyer*. It also ranks among the nation's most recommended law firms by general counsel, according to BTI Consulting Group's "Most Recommended Law Firms 2019" report.

The following publications reported Erin's move to the firm:

[Bloomberg Law](#)

[IP Magazine](#)

[Reuters](#)

[Westlaw Practitioner Insights](#) (Subscription required)

[World IP Review](#)

[World Trademark Review](#)