

Haynes Boone Welcomes Counsel Leanne Stendell Back to Trademark Practice

May 8, 2025 Leanne Stendell

PRACTICES Intellectual Property, Trademark and Advertising

Haynes Boone is delighted to welcome back Counsel [Leanne Stendell](#) to the firm's [Trademark and Advertising Practice Group](#). Stendell returns to Haynes Boone after initially practicing with the firm from 2006-13, where she began her career as part of a robust trademark group consisting of [Purvi Patel Albers](#), [Jeff Becker](#), [David Bell](#) and herself.

Stendell's practice concentrates on brand strategy and management, including protecting and enforcing trademarks and copyrights for clients with domestic and international portfolios. She brings extensive insight from more than a decade working in house as trademark counsel for Yum! Brands and TGI Friday's, handling a broad range of IP-related initiatives, including trademarks, marketing, internet and social media issues, IT-related matters, data privacy and licensing agreements. At TGI Friday's, Stendell became the organization's first dedicated IP attorney, working directly with the C-suite on IP-related initiatives.

"We are thrilled to welcome Leanne and her in-house trademark experience back to our team," said Albers. "Her time with TGI Friday's and Yum! Brands adds to our group's strong business sense and enhances our ability to be extended members of any in-house counsel team."

In addition to TGI Friday's, Stendell's direct experience with brands includes KFC, Pizza Hut and Taco Bell – all of which are under the umbrella of Yum! Brands.

Stendell is an active member of the International Trademark Association (INTA). She served on the Board of Directors during the 2019-2022 term and as chair of the In-House Practitioners Committee during the 2018-19 term. She has previously held roles on the Internet Committee, Online Reference Committee and Young Practitioners Committee.

Stendell is the 15th attorney to rejoin Haynes Boone since the beginning of 2024 and becomes the 33rd attorney in the Trademark and Advertising Practice Group after being one of its first members nearly 20 years ago.

"Coming back to Haynes Boone is truly a full-circle moment," Stendell added. "My colleagues have done a great job of keeping in touch and I have always felt like a part of the firm's community as an alum, so this is the perfect time to come back."

Haynes Boone's [Trademark and Advertising Practice Group](#) protects and enforces its clients' marks, which include some of the world's most famous brands. The group is particularly distinguished by its experience in high-impact matters, such as international clearance and enforcement of marks, global trademark prosecution and protection programs, oppositions and cancellations, advertising review, trademark and unfair competition litigation, domain name disputes and social media counseling.