

Joseph Lawlor Shines Bright as a 2023 INTA Rising Star

November 9, 2023 Joseph Lawlor

PRACTICES Intellectual Property Litigation, Advertising, Marketing and Promotional Law, Trademark and Advertising

The International Trademark Association (INTA) recognized Haynes Boone Partner [Joseph Lawlor](#) as a Rising Star. He and 51 other honorees from around the world met at the Rising Stars program on Nov. 1, where they heard from INTA leadership who discussed their priorities and primary activities for the coming year.

The [Rising Star program](#) launched late last year to identify and cultivate future leaders and contributors to the intellectual property (IP) profession. For this initiative, committee chairs, vice chairs, and staff liaisons identified Rising Stars within the association based on who has demonstrated commitment to contributing to the IP profession or INTA by exemplifying substantive IP or dynamic skills through achievements within or outside the Association (as speaker, author, project team contributor, committee contributor, etc.).

Joe is a trusted advertising and IP lawyer with a practice that covers all aspects of marketing and branding, including disputes, transactions, and compliance. Joe litigates high-stakes advertising, trademark, and media disputes in federal court, the National Advertising Division, and the Trademark Trial and Appeal Board. He also counsels clients on advertising claims and substantiation, marketing and sponsorship agreements, IP licenses, social media, endorsements, and influencers. His clients include well-known brands in consumer goods, telecommunications, higher education, media, pharmaceuticals, professional sports, and fintech.