

Dynamic Trademark Lawyer Theresa Conduah Joins Haynes and Boone in California

October 29, 2020

PRACTICES Trademark and Advertising, Intellectual Property

[Theresa Conduah](#), who has served in senior legal roles at leading companies and in various industries, has joined Haynes Boone as a partner in its Orange County office.

Theresa has broad-based experience helping companies protect their intellectual property on a global scale, including providing strategic counsel on trademark and copyright portfolios, design patents, brand protection, and anti-counterfeit programs. She has served as an in-house IP counsel at United Airlines, Toyota Motor North America, Inc. and, most recently, at dosist, a health and wellness company.

Previously, as a lawyer in private practice, she counseled both Fortune 500 and startup clients in the technology, financial services, entertainment and sports industries about IP prosecution and enforcement matters. Theresa represented clients in matters ranging from establishing global brand management programs to negotiating sponsorship and licensing agreements with sports leagues.

At Haynes Boone, Theresa will devote most of her practice to advising clients on trademark management, strategy, and disputes but will also counsel clients on patent protection and litigation strategy, technology transactions and advertising matters. Recognized as a World Trademark Review Global Leader in 2019 and 2020, Theresa is a frequent speaker on IP and brand protection issues and serves in a leadership role with the International Trademark Association (INTA).

Throughout her career, she has actively mentored diverse lawyers and provided vital pro bono counsel to various clients, including (most recently) Get Us PPE, an organization that donates personal protective equipment to underserved and under-resourced communities. Theresa put her IP experience to good use by helping the organization avoid distributing counterfeit PPE and properly source equipment.

“I was attracted to Haynes Boone because of its outstanding IP practice and its collegial culture and emphasis on teamwork,” Theresa said. “I look forward to leveraging my broad in-house and private practice experience to support the firm’s growth and expansion plans. Returning to private practice also presents an opportunity for me to mentor younger attorneys. Early in my career, I did not encounter many lawyers who looked like me at leadership levels in law firms. I am eager to continue my commitment to mentoring and growing the pipeline of diverse attorneys.”

Haynes Boone’s 30+ 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 of leading trademark professionals awarded Haynes Boone a gold ranking as one of the top 11 firms in the U.S.

“Theresa’s experience in-house and in private practice has given her a holistic, comprehensive perspective on how to help companies best protect their valuable intellectual property,” said Haynes Boone Managing Partner Tim Powers. “She will be a tremendous asset to our clients.”

[Alan Herda](#), chair of Haynes Boone's IP Department, added: "Theresa provides another huge boost to our growing IP Practice, which is one of the cornerstones of this firm and features nationally-regarded IP and trademark professionals coast to coast."

Theresa joins at a time of significant growth for the IP Department, following the firm's recent hires of New York Partner [Erin Hennessy](#), a former chief trademark counsel for Time Warner and Washington, D.C. Partner Joe Matal, the former Acting Director of the U.S Patent and Trademark Office.

Haynes Boone also recently added more than a dozen lawyers, in various practice areas, in Palo Alto and San Francisco. The growth is tied to a central element of the firm's 2025 Plan, which is to expand Haynes Boone's core practices in California, New York and D.C., among other markets.

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 was recognized across the board for excellence in the BTI Consulting Group's 2020 "A-Team" report, which identifies the law firms that in-house counsel commend for providing superior client service.

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

[Bloomberg Law](#)

[Law360](#)

[The Recorder](#)

[World Trademark Review](#)