



## **Tiffany Ferris**

**Associate**

[tiffany.ferris@haynesboone.com](mailto:tiffany.ferris@haynesboone.com)

Dallas

+1 214.651.5152

**PRACTICES** Intellectual Property, Advertising, Marketing, and Promotional Law, FDA Regulatory and Compliance, Trademarks, Trademark Cancellations and Oppositions, Social Media, Food, Beverage and Restaurant, Trademark Prosecution, Copyright, Domain Name Disputes, Retail, Streaming Media, CBD and Hemp

---

Tiffany Ferris assists clients in all aspects of brand management and promotion. From analyzing potential risks associated with advertising claims to evaluating the availability of a potential trademark, Tiffany works to help her clients build, maintain, and promote their brands. She supports clients through all stages of their brand's lifecycle, including selecting, clearing, and procuring trademarks around the world, obtaining copyright registrations, and enforcing her clients' copyright and trademark rights in the United States and abroad.

Tiffany counsels clients in the design and development of product packaging and labeling, including on compliance with FDA and FTC regulations and the intellectual property implications of label design. She also reviews national advertising materials in all forms of media, including print, web, television, radio, professional materials, and social media channels. She is adept at recognizing the message a client wishes to convey and providing practical, business-minded guidance on structuring advertising and marketing materials to both promote that message and manage risk appropriately. Tiffany advises on strategies intended to reduce the risk of a demand, class action, or regulatory enforcement. She has particular experience with consumer packaged goods, including food and cosmetics, as well as children's products, automotive items, and general household goods.

Not just a counselor, Tiffany represents her clients in proceedings before the National Advertising Division (NAD), as well as before the U.S. Trademark Trial and Appeal Board. She is skilled in managing complex international trademark opposition and cancellation proceedings. Her experience extends to internet-related subjects like domain name cybersquatting and social media use. She also counsels clients regarding emerging intellectual property issues, like those raised by the digital reproduction and use of images and objects.

No matter the topic at hand, Tiffany is mindful of her clients' overarching goals and business concerns. She has considerable practical experience with product and packaging development, marketing, and manufacturing, gained from her previous work with Reynolds Packaging Group, formerly a division of Alcoa. Her keen understanding of business and marketing practices allows her to develop creative strategies for managing and promoting her clients' brands.

When not working on behalf of her clients, Tiffany participates in various community initiatives in the Dallas area. A life-long dog lover, Tiffany is a member of the Animal Welfare Committee of the Dallas

# HAYNES BOONE

Association of Young Lawyers. She also serves on the Board of Directors for the Children's Chorus of Greater Dallas.

---

## QUALIFICATIONS

### EDUCATION

- B.A., Religion, University of Richmond, 2010, *magna cum laude*
- B.S.B.A., Marketing, University of Richmond, 2010, *magna cum laude*
- J.D., William Mary Law School, 2013, *cum laude*

### ADMISSIONS

- Texas
- 

## PROFESSIONAL AFFILIATIONS AND ENGAGEMENTS

- Board of Directors, Children's Chorus of Greater Dallas, 2019 - present
  - State Bar of Texas
  - Dallas Bar Association
  - William & Mary Law School Alumni Ambassadors Program
  - Dallas Association of Young Lawyers, Animal Welfare Committee
- 

## AWARDS AND RECOGNITION

- Included in the "Ones to Watch" category of *Best Lawyers in America*, Woodward/White, Inc., 2022