



Emily Ketterer

Associate

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

Emily Ketterer is an associate in the Intellectual Property Practice Group in Haynes Boone's Dallas office. Her practice focuses on a variety of trademark and advertising matters in varied industries, including technology, fashion, healthcare, and food and beverage. She assists clients with trademark clearance, prosecution, management, and enforcement, as well as advertising clearance.

Before joining the firm, Emily gained experience in advertising, marketing, and social media management as a copywriter for Rue La La and Saks Fifth Avenue OFF 5TH.

Emily's interests lie in international brand management. While at Tulane University Law School, she wrote an article for the *Tulane Journal of International and Comparative Law* on trademark issues in the United Kingdom post-Brexit.

QUALIFICATIONS

EDUCATION

- J.D., Tulane University Law School, 2022, cum laude
- MPS, Tulane University, 2018
- B.A., Journalism, Miami University, 2013
- B.A., History of Art & Architecture, Miami University Ohio, 2013

ADMISSIONS

- Texas
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PUBLICATIONS AND SPEAKING ENGAGEMENTS

- "Green Branding and Sustainability Claims: Navigating Trademarks in an Eco-Conscious World," presenter, INTA Roundtable, April 9, 2025.

- “Back to (NAD) Basics,” presenter, ANA Masters of Advertising Law Conference, November 12, 2024.
- “[Retail Leaders Weigh in on the FTC’s Proposed Updates to the Green Guides](#),” co-author, *Total Retail*, March 25, 2024.
- “Have the People Spoken? Here’s What the Public Comments for the Green Guides Update Tell Marketers,” presenter, ANA Masters of Advertising Law Conference, November 17, 2023.
- “[Taylor Swift’s branding acumen rubs off on NFL boyfriend Travis Kelce](#)” co-author, *The Trademark Lawyer*, November 9, 2023.
- “Guidance for ‘Sustainable’ Claims After Dismissal of H&M ‘Greenwashing’ Class Action,” co-author, *Westlaw Today* and *Reuters*, June 02, 2023.
- “Sky v. SkyKick: U.K.’s Trademark Law Enters Intent-to-Use Holding Pattern,” author, *Tulane Journal of International and Comparative Law*, Volume 29, No. 2, Spring 2021.