

Practice Areas

- Intellectual Property

Education

- Washington University,
B.A, (Biology), 1981
- Indiana University, J.D.,
1985

Bar Admissions

- Missouri
- Georgia
- Canadian Trade-Mark
Agent

Nancy K. Gardner

Shareholder

Atlanta

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Nancy K. Gardner practices in the areas of trademark, copyright and licensing law with an emphasis on client counseling and the selection and protection of enforceable non-patent intellectual property assets. She represents a diverse client portfolio, from multi-national corporations to individual rights-holders, and has assisted clients in securing and enforcing trademark rights in nearly 200 countries.

With over twenty-years experience in the field of intellectual property law, including ten years as an in-house attorney for a Fortune 500 consumer products company, Ms. Gardner has extensive experience in assisting clients with the development of global branding strategies and in devising programs to identify and protect intellectual property rights. She has performed numerous intellectual property audits and due diligence reviews and has provided legal support in significant acquisition and divestiture projects.

Additionally, Ms. Gardner has negotiated and crafted trademark license agreements on behalf of both licensors and licensees, including arrangements with major motion picture studios, professional sports organizations, and prominent celebrities. She has provided package label and advertising and promotional material copy review for regulatory compliance and Lanham Act issues, has written trademark usage guidelines, conducted educational seminars for marketing and in-house advertising agency professionals on trademark, copyright and moral rights issues.

News

- Effective Use of Search Engine Marketing

Professional Affiliations

- Member, Intellectual Property Law Section of State Bar of Georgia (2005 - present)
- Member, Intellectual Property Law Section of the Missouri Bar Association (1985 - present)
- Member, International Trademark Association, (1988 - present)