



Olivia Maria Baratta

PARTNER

Suite 2800, 1100 Peachtree Street NE
Atlanta, GA, 30309-4528
USA
t +1 404.532.6937
f +1 404.541.3120

Mbaratta@kilpatricktownsend.com

Services

Trademark; Copyright; Intellectual Property

Maria Baratta concentrates her practice in the areas of international and domestic brand strategy, portfolio management, multi-jurisdictional dispute management, enforcement, social media, and domain name disputes. She serves clients in the communications, accounting, aluminum, pharmaceutical, medical device, automotive, and alcoholic beverage industries. Ms. Baratta also gained invaluable experience and insight into the demands on in-house counsel while on a ninth-month secondment with Pfizer Inc.

Prior to joining the firm, Ms. Baratta worked at a law firm in London. During law school, Ms. Baratta was an Honor Board Member, Executive Editor of the Tulane Journal of International and Comparative Law, and earned the Highest Grade in European Community Environmental Law. She also studied comparative law at L'Università di Siena, Italy.

She was a recipient of the Woodruff Arts Center's "Charles R. Yates Award" for Outstanding Volunteer Service. Ms. Baratta speaks fluent Italian.

Experience Highlights

Trademark counsel for the American Cancer Society

Represents the American Cancer Society in trademark matters and in opposition and cancellation proceedings before the Trademark Trial and Appeal Board. The firm also provides counseling regarding international and domestic clearance and brand management, licensing, and domain disputes and acquisitions.

Trademark counsel for the world's largest member association representing the accounting profession

Provides international and domestic trademark portfolio management, brand strategy, multi-jurisdictional dispute management, and counseling.

Trademark counsel for the world's largest producer of rolled aluminum and the global leader in beverage can recycling

Provides international and domestic trademark portfolio management, brand strategy, and counseling.

McGarry v. Cingular Wireless LLC (class action under the TCPA in Georgia trial and appellate courts)

The firm served as lead counsel and secured the denial of class certification in a class action filed against Cingular Wireless in Georgia state court alleging "spam-fax" claims under the federal Telephone Consumer Protection Act (TCPA) and seeking class-wide damages of \$750 million. The trial court's denial of class certification was affirmed on appeal by the Georgia Court of Appeals. This victory was significant because Georgia had been a leading jurisdiction favoring the certification of class actions under the TCPA.

McGarry v. Cingular Wireless LLC, 267 Ga. App. 23, 599 S.E.2d 34 (2004).

Guardian ad litem

Represent children and/or their best interests in a variety of settings and courts. Lawyers routinely serve as guardians ad litem, representing the best interests of children in a variety of contexts. In Atlanta and in Winston-Salem, lawyers have represented the best interests of hundreds of children whose parents are disputing their custody. The guardian ad litem is charged with getting to know the child, studying the circumstances of the child's life, interviewing witnesses, reviewing documents and ultimately, making an oral or written recommendation to the appointing court as to what is in the child's best interests.

Certification and Collective Marks

Provides international and domestic trademark portfolio management, brand strategy, and counseling regarding certification and collective marks throughout the world.

Hurricane Katrina relief

Provide a variety of services and representation to victims of Hurricane Katrina and the organizations that assist them. Over a dozen firm lawyers have spent a week each at the New Orleans Pro Bono Project supervising law students who spend their spring and winter breaks working on domestic relations and successions cases for clients of the project. In Mississippi, a team of lawyers donated their legal skills to work with Mississippi Gulf Coast clients who suffered losses as a result of Hurricane Katrina. Others have accepted insurance claim cases from that organization. Another team of firm lawyers is working with the Lawyers Committee on Civil Rights Under Law and in-house lawyers at Citi to advise a nonprofit organization that has designed and will produce green modular housing in Mississippi to replace homes destroyed by Hurricane Katrina. The firm has provided advice in the areas of corporate, tax, intellectual property, construction, environmental, real estate and finance.

Trademark counsel for Premiere Global Services Inc. (PGi)

Provides international and domestic trademark portfolio management, brand strategy, multi-jurisdictional dispute management, and social media counseling to PGi. PGi provides global, on-demand conferencing solutions and collaborations software that help more than 30,000 companies and 75 percent of the *Fortune* 100.

Pro bono trademark counsel for the Navy SEAL Foundation

Provides trademark management and brand protection services.

Counsel to CLC International LLC on trademark clearance, brand management and other matters

Represents the Collegiate Licensing Company (CLC), one of the most successful licensing companies in the United States. CLC is the exclusive licensing agent for nearly 200 colleges, universities, conferences and bowl games. The firm is the only law firm advising CLC on its trademark matters and, as a result, the firm manages the trademark portfolios of more than 50 colleges and universities represented by CLC. The firm also advises the company's related entity, CLC International LLC, in connection with international clearance, brand management, enforcement and contentious proceedings.

*Experience gained by attorney prior to joining Kilpatrick Townsend

Publications, Articles and Speaking Engagements

International Trademark Protection

Practical Law Company, October 04, 2012

Preventing "heritage marks" from being abandoned

National Law Journal, October 18, 2010

International Trademark Protection

NYSBA Bright Ideas, June 01, 2009

International Trademark Protection

Intellectual Property Desk Reference, January 01, 2009

Inter Partes Litigation Before the Trademark Trial and Appeal Board

Intellectual Property Desk Reference, January 01, 2009

Professional & Community Activities

International Trademark Association, Non-Traditional Marks Committee, Member

Georgia Trust for Historic Preservation, Rhodes Hall, Board of Governors

Grady Health Systems, Volunteer

Junior League of Atlanta, Inc.

Woodruff Arts Center, Arts Center Friends, Steering Committee

Education

Tulane University, J.D. (2000)
cum laude

Duke University, B.A.

Dean's List

Bar Admissions

Georgia (2000)

Admissions

U.S. Supreme Court

U.S. Court of Appeals for the Eleventh Circuit

U.S. District Court for the Northern District of Georgia

Clerkships

Supreme Court of New York — Honorable Charles Ramos