

R. Gwen Peterson

Partner

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Services

Brand Licensing & Related
Transactions
Clearance & Portfolio Management
Intellectual Property
Intellectual Property Due Diligence
Trademark, Copyright &
Advertising
Design Rights

Industries

Retail & Consumer Goods
Health & Life Sciences

Gwen Peterson is co-chair of the firm's Trademark & Copyright Team. She has been practicing law in the intellectual property field for over 30 years. Gwen focuses on intellectual property licensing and related transactions. Her experience runs the gamut — IP licenses, asset transfers, material transfer and research agreements, marketing and merchandising deals, co-branding and co-existence arrangements and software-focused agreements. Gwen also has an active trademark practice focused on clearance, domestic and international prosecution, and trademark protection strategies. In addition, she manages significant trademark and licensing due diligence projects for asset acquisitions and funding events. Gwen works with clients in a broad range of fields, including consumer home products, food and beverages, pharmaceuticals, software, and financial services. Her clients span the size spectrum, from individual intellectual property owners to publicly traded companies to large privately held companies.

Gwen has been recognized as a Northern California "Super Lawyer" for Intellectual Property by *Super Lawyers* magazine, named one of *East Bay Business Times*' "40 under 40," and is listed in the 2026 and the nine immediately preceding editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*. She has been recommended by *Legal 500 US* in 2023 for Non-Contentious Trademark Law and in 2024 and 2025 for both Non-Contentious Trademark Law and Trademark Litigation. Gwen was named a "Trademark Leader" in 2024 and 2025 by *World IP Review*. She was recognized as an "IP Star" in 2023, 2024 and 2025 by *Managing Intellectual Property* magazine.

Education

University of Texas Law School J.D. (1991) *with honors*

Texas A&M University B.S. (1987) Biomedical Science, *summa cum laude*

Admissions

California (1992)

Texas (1991)

Court Admissions

U.S. Patent and Trademark Office

Professional & Community Activities

American Bar Association, Member

Contra Costa Bar Association, Member

International Trademark Association (INTA), Member

San Francisco Intellectual Property Law Association (SFIPLA), Member

Insights

[News Releases](#)

With Record-Breaking Numbers, Kilpatrick Once Again Achieves Most U.S. Attorneys Ranked in 2026 World Trademark Review 1000

February 3, 2026

[Events](#)

Whose Invention is It Anyway? The Sometimes Uncomfortable Intersection of Employment Law and IP Ownership

August 4, 2025

[News Releases](#)

Kilpatrick Achieves Record Number of Attorneys Named 2025 World IP Review Leaders

June 5, 2025

[News Releases](#)

Kilpatrick Attorneys Continue to Earn Distinction on Managing Intellectual Property's Prestigious IP Stars List

June 2, 2025

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Kilpatrick Once Again Achieves Most U.S. Attorneys Ranked in 2025 World Trademark Review 1000

February 4, 2025