

Olivia Maria Baratta

Partner

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Services

Brand Licensing & Related
Transactions
Clearance & Portfolio Management
Intellectual Property
Trademark, Copyright &
Advertising



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 across industries, including technology, retail and consumer goods, communications, pharmaceutical, medical device, automotive, and alcoholic beverage. In addition to her role as a trusted outside counsel advisor to some of the world's leading brands, she also gained experience and insight into the demands on in-house counsel while on a nine-month secondment with Pfizer Inc.

Prior to joining the firm, Maria worked at a law firm in London. During law school, she 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.

Maria was recognized in *The Best Lawyers in America*® for Intellectual Property Litigation in 2020 and the four years immediately preceding and for Intellectual Property Litigation and Trademark Law in 2027 and the six years immediately preceding. She is listed in the 2026 and the eight immediately preceding editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*. "Maria is a true business partner who is highly organized, responsive and experienced at managing trademark portfolios consisting of hundreds of marks. She immediately brings a vision and a plan to the table, to help narrow down the key marks in a portfolio which add value, and broadly protects and rigorously defends those marks globally. Maria is wise, experienced, calm under pressure and knows how to be tough for her clientele to allow their valuable IP to flourish." – 2025 *World Trademark Review 1000*. Maria was recognized in 2023, 2024, 2025 and 2026 and also in 2021 and the four years immediately preceding as a Georgia "Super Lawyer" in the area of Intellectual Property by *Super Lawyers* magazine. She was named a "Trademark Leader" in 2023, 2024 and 2025 by *World IP Review*. Maria was recognized by the International Trademark Association (INTA) as a "Rising Star" at its 2025 Annual

Meeting. She received the 2014 Client Choice Award USA & Canada in the Intellectual Property – Trademarks category for Georgia from Lexology and the International Law Office (ILO). Maria also is a past recipient of the Woodruff Arts Center's "Charles R. Yates Award" for Outstanding Volunteer Service. She speaks fluent Italian.

Experience

Represents one of the world's largest retail and technology companies in protecting and enforcing its brands.

Represents the owner of the famous and iconic WONDER brand, managing worldwide enforcement.

Represents a global manufacturer of car seats and strollers.

Represents several universities and colleges in connection with registration and enforcement.

Represents the American Cancer Society, Inc. and the Navy SEAL Foundation managing clearance, registration, and enforcement.

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

Education

Tulane University J.D. (2000) *cum laude*
Certificate of European Legal Studies

Duke University B.A. *Dean's List*

Admissions

Colorado (2023)

Georgia (2000)

Court Admissions

U.S. Court of Appeals for the Eleventh Circuit

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

U.S. Supreme Court

Clerkships

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Professional & Community Activities

International Trademark Association (INTA), Professional Development Committee, Member (2024-2025); *The Trademark Reporter* Committee, Editor (2014-Present), Member (2016-2017) (2014-2015); Programming Subcommittee, Member (2024-2025); Embargoes, Sanctions and Treaty Compliance Subcommittee, Member (2022-2023); Emerging Issues Committee, Member (2022-2023); Brand Resilience Conference Project Team, Member (2020-2021); Content Creation Subcommittee, Member (2020-2021); Publications Committee,

Member (2020-2021) (2018-2019); Theme Issue Subcommittee, Member (2016-2017); 2016 Annual Meeting US Programming Team, Member; Annual Meeting Project Team, Member (2014-2016); Non-Traditional Marks Committee, Member (2012-2013); United States Subcommittee, Member (2012-2013) (2008-2009) (2006-2007); U.S. Legislation Committee, Member (2008-2011); Legislation and Regulation Committee, Member (2008-2009) (2006-2007)

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

Insights

News Releases

Kilpatrick Attorneys Once Again Earn Outstanding Recognitions in 2027 Edition of The Best Lawyers in America®

August 20, 2026

News Releases

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

February 3, 2026

News Releases

Over 100 Kilpatrick Attorneys Named 2025 Super Lawyers and Rising Stars

November 25, 2025

Publication

Lexology Panoramic | Trademarks Guide 2025

August 25, 2025

News Releases

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

June 5, 2025