

Carrie Webb Olson

Partner

Boston, MA | (617) 345-4767

colson@daypitney.com

Overview

Carrie Webb Olson serves as global trademark counsel to some of the world's most recognizable brands across a myriad of industry sectors, including financial services, technology, sports and entertainment, health and wellness, and consumer products. She enjoys close and collaborative relationships with clients.

Carrie's leadership style focuses on collaboration and communication. She nimbly identifies the issues and assembles the appropriate professionals to form right-sized teams well known for working responsively, effectively and efficiently.

Carrie uses her team approach to manage a vibrant global brand protection practice. From selection and clearance, to protection, management and enforcement, she works closely with clients, large and small, to establish, build and protect company brands.

Whether working as outside trademark counsel to global companies, guiding international entities on U.S. intellectual property strategy, or educating startups about IP law principles, Carrie is known for delivering highly regarded counsel and outstanding value to clients. She has been recognized as such by the *World Trademark Review 1000** (Globe Business Media Group), which noted "[Carrie is] a terrific practitioner who has done a great job of building out the practice. She leaves no stone unturned and is very responsive. She provides premium-quality work and service and bills fairly."

Clients often call on Carrie to address especially complex trademark and copyright issues, including ownership and validity questions. She is quick to accurately identify IP risks, liabilities and opportunities in both litigation matters and corporate transactions and delivers strategic, practical advice with an emphasis on superior client service. Carrie has also built great relationships within the international trademark community and can leverage her global network for quick access to the most sophisticated trademark and copyright advice in the world.

When conflict arises, Carrie prefers amicable resolution, and with her depth of knowledge often produces a range of creative settlement options to avoid litigation. Absent agreement, however, she will zealously engage and, with the strength of her experienced IP litigation colleagues, assert and defend clients' rights before the U.S. Patent and Trademark Office, in federal court and in international tribunals. She and her team have represented clients in dozens of successful domain name and Internet-related disputes and regularly advises clients regarding fraudulent and infringing activity online.

Practices & Industries

Data Centers and Digital Infrastructure

Intellectual Property & Technology

Litigation

Sports, Media & Entertainment

Trademark, Copyright & Advertising

Carrie is a sought-after speaker at IP conferences and has been published and cited in leading business and legal media, including *Law360* and the *Boston Business Journal*.

** No aspect of these advertisements has been approved by the highest court of any state. See Awards Methodology.*

Firm Leadership:

- Chair, Corporate, IP & Technology Business Unit
- Co-Leader, Sports, Media & Entertainment Practice

Education and Credentials

Education

Franklin Pierce Law Center, J.D., 2000, Master of Intellectual Property

Keene State College, B.A.

Admissions

Commonwealth of Massachusetts

State of Connecticut

U.S. District Court, District of Massachusetts

U.S. District Court, District of Connecticut

U.S. District Court, Eastern District of New York

U.S. District Court, Southern District of New York

U.S. District Court, Eastern District of Michigan

Affiliations

INTA: Alternative Dispute Resolution Committee, Special Projects Committee Chair

Recognition and Community

No aspect of this advertisement has been approved by the highest court of any state. Prior results do not guarantee a similar outcome. See Awards Methodology.

Recognitions

Named an Intellectual Property Attorney of the Year Finalist by the New England Legal Awards, 2026

Selected to Boston Magazine's Top Lawyers List, Intellectual Property Rights, 2025

Ranked in *World Trademark Review 1000 – The World's Leading Trademark Professionals* (Globe Business Media Group), 2015-2025

Recognized with Client Choice Award for excellence in client service in the Intellectual Property: Trademarks category for Massachusetts by Lexology, 2015 & 2017

Who's Who Legal USA – Trademarks, 2006

Community Involvement

Strategic Decisions in Intellectual Property, University of Connecticut School of Law, Co-teaching, Fall 2006, 2008, 2009

Greater Boston Legal Services, which provides free civil legal services to thousands of individuals in Boston and 31 surrounding cities and towns, Board of Directors

City Year Boston, Legal Community Committee

Insights

Day Pitney Boston Office Hosts Client Holiday Event at Wang Theatre
November 29, 2023

"2023 IPOwners Spring Summit," Intellectual Property Owners Association
March 16, 2023

Day Pitney Intellectual Property and Litigation Partners Host Cocktail Reception in Miami
November 16, 2022

Managing the Workplace in Wake of COVID-19
September 3, 2021

Basic Tech and Cyber Competency for In-House Counsel: A Virtual Roundtable
September 23, 2020

USPTO Continuing Remote Operation Amid Worldwide IPO Closures Related to COVID-19 Pandemic
April 2, 2020

Businesses Face Increased Risk of Cybersquatting and Fraudulent Websites Exploiting the COVID-19 Pandemic
March 19, 2020

Day Pitney's Boston Office Hosts Entrepreneurship Program for Students with State of Israel Consulate and New England Israel Business Council
October 26, 2018

Talking, Walking, Running – A Call to Action for Women in the Legal Profession
June 27, 2018

Talking the Talk…Walking the Walk? Influencing Female Representation in the Legal Profession
April 25, 2018

Trademark Protection in Cuba - Increased Trade on the Horizon
September 16, 2015

An Interview with Carrie Webb Olson
March 20, 2012

News

2026 New England Legal Awards Spotlight Day Pitney's Talent and Leadership
Day Pitney Press Release, October 9, 2026

Day Pitney Celebrates Multiple Honors in 2026 New England Legal Awards
August 13, 2026

Day Pitney Trademark Team Expands, Included in the 2026 World Trademark Review's WTR 1000 List
Day Pitney Press Release, January 30, 2026

Boston Magazine's Top Lawyers of 2025
Boston Magazine , November 25, 2025

Day Pitney Trademark Team Continues Streak in the 2025 World Trademark Review's WTR 1000 List
Day Pitney Press Release, February 13, 2025

Day Pitney Continues Growth in Boston Market with Arrival of IP Partner Brooke Penrose
October 28, 2024

Day Pitney's Trademark Team Recognized in 2024 World Trademark Review 1000 for the Eleventh Consecutive Year
February 16, 2024

Day Pitney's Trademark Team, Led by Carrie Webb Olson, Ranked in 2023 World Trademark Review 1000 for Tenth Consecutive Year
February 14, 2023

Day Pitney Names Alex P. Garens New Head of Trademark, Copyright and Advertising Practice Group
February 13, 2023

Day Pitney Names George Chaclas New Chair of Patent Prosecution and Counseling Group
June 1, 2022

Day Pitney's Trademark Team, Led By Carrie Webb Olson, Ranked In 2022 World Trademark Review 1000 for Ninth Consecutive Year
March 7, 2022

Day Pitney's Global Brand Protection Team Counsels LogMeIn in their Rebrand and Relaunch as GoTo
February 2, 2022

Day Pitney's Trademark Team, Led by Carrie Webb Olson, Ranked in 2021 World Trademark Review 1000 for Eighth Consecutive Year
February 22, 2021

Day Pitney's Trademark Team, Led by Partner Carrie Webb Olson, Ranked in World Trademark Review 1000 for Seventh Consecutive Year
February 20, 2020

Day Pitney and Boston Partner Carrie Webb Olson Ranked in World Trademark Review 1000 for Massachusetts
February 8, 2019

Profiles in Diversity Journal Names Four Day Pitney Attorneys "Women Worth Watching" For 2018
June 13, 2018

Day Pitney and Carrie Webb Olson Recognized by World Trademark Review
January 29, 2018

Three Day Pitney Partners Win Client Choice Awards for Excellence in Service
February 9, 2017

Day Pitney Obtains Trademark Opposition Win for Tekni-Plex
December 7, 2015

Day Pitney Named a Top Trademark Law Firm by World Trademark Review
March 18, 2015

Day Pitney Friends, Family and Colleagues Participate in City Year's Global Youth Service Day in Boston
April 16, 2011

In The Media

Laced with Protection: Stepping into Sneaker IP Law
Boston Bar Association, February 25, 2025

Day Pitney Adds Trademark, Copyright Pro in Boston
Law360, November 5, 2024

Surge in Trademark Fraud Scams Overwhelms Regulators, Applicants
Bloomberg Law, April 19, 2023

Day Pitney Names New Head of Trademark, Copyright Group
Law360 Pulse, February 14, 2023

Connecticut Movers: Leading CT Firms Update Litigation, Technology Teams
Connecticut Law Tribune, June 6, 2022

Loni Sherwin, BlackRock: How Loni Sherwin Makes Sense of the Data
Profile Magazine, May 31, 2021

Mandy Petrillo, Boston Red Sox: Petrillo Comes Through in a Clutch
Vanguard Law Magazine, April 14, 2021

David Eramian Gets Technical about Intellectual Property
Modern Counsel, April 8, 2021

Strategic IP Portfolio Management
July 13, 2020

US and International Trademark Clearance and Opinions
May 11, 2020

Trademark and Patent Law Overview
April 13, 2020

PODCAST: On Slants and 'Skins: Supreme Court may tackle 'offensive' trademarks
Massachusetts Lawyers Weekly, October 10, 2016

Offensive Trademark Ban Going Down? It Probably Should
Law360, September 29, 2016

Member, City Year Legal Community Leadership Breakfast Committee, January 21, 2011
January 21, 2011