

Odette Martins

Senior Associate

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Overview

Odette Martins is a skilled trademark attorney dedicated to protecting and growing clients' brands. With a deep understanding of trademark law, she provides comprehensive legal guidance tailored to their specific needs. Her experience spans a wide range of industries, including pharmaceuticals, medical devices, biotechnology, and financial services.

Odette assists clients with all aspects of trademark law from initial trademark strategy to ongoing enforcement of trademarks and brands. She guides businesses through every step of the trademark process, from conducting comprehensive clearance searches to ensuring their mark is protected, both domestically and internationally. She helps them navigate the application process, address any U.S. Patent and Trademark Office (USPTO) office actions, and develop strategies to prevent infringement. When necessary, Odette also represents clients in Trademark Trial and Appeal Board (TTAB) proceedings and drafts cease and desist letters or takedown notices.

Before joining private practice, Odette gained invaluable experience as a Trademark Examining Attorney at the USPTO. This firsthand knowledge of the USPTO's procedures and standards gives her a unique perspective in representing clients.

During law school, Odette first developed an interest in trademark law while participating in the Intellectual Property Clinic, where she partnered with a practicing attorney to file trademark applications and respond to USPTO office actions.

Practices & Industries

Intellectual Property & Technology

Trademark, Copyright & Advertising

Education and Credentials

Education

University of Connecticut School of Law, J.D., *Connecticut Public Interest Law Journal*, Note and Comment Editor

Boston University, B.A.

Admissions

Commonwealth of Massachusetts

State of Connecticut

Affiliations

Boston Bar Association, IP Section Co-Chair, 2025-2026, IP Year in Review, Steering Committee, 2020-2026

Massachusetts Black Lawyers Association, At-Large Director, 2025-2026

International Trademark Association (INTA), Well Known Marks Committee, 2024-2025, Brand Restrictions Committee, 2026

National Society of Black Engineers (NSBE), Boston Professionals Chapter, 2024-2025

Massachusetts Bar Association, Leadership Academy Fellow, 2025-2026

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

Selected to the list of *Massachusetts Super Lawyers*® Rising Stars, Intellectual Property, 2023-2024

Community Involvement

Veteran's Legal Services, Volunteer Attorney, 2023

In The Media

Odette Martins to Moderate Trademark/Name, Image, and Likeness (NIL) Panel at Boston Bar Association's (BBA) Annual IP Year in Review
Boston Bar Association, March 19, 2025

Intellectual Property Basics for Business Leaders
2023