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## Day Pitney Continues Growth in Boston Market with Arrival of IP Partner Brooke Penrose

Day Pitney is pleased to announce that Brooke A. Penrose has joined the firm as an Intellectual Property Partner in the Boston office. In the last 18 months, Day Pitney has added nearly 25 attorneys in its Boston office as part of the firm's strategic growth initiative, which has resulted in a series of lateral hires across insurance, IP, corporate, litigation, real estate, trusts and estates, and energy.

"We are thrilled to welcome Brooke to our firm and are confident that her trademark expertise will further enhance the strength of our existing practice, bringing tremendous value to our clients and colleagues," said Carrie Webb Olson, chair of Day Pitney's Intellectual Property and Technology practice group. "Brooke brings sophisticated portfolio management, enforcement and licensing experience to our burgeoning trademark practice which will help us meet more of our clients' needs in this area."

Penrose focuses her practice on advising creators and innovators on trademarks, copyright, domain names, and other intellectual property matters, as well as personal information processing and data security regulations and best practices. She has significant domestic and international trademark prosecution and enforcement experience, including trademark availability and risk analysis opinions, managing oppositions, cancellations, and IP litigation matters. Additionally, Penrose guides clients throughout all stages of IP rights, from formulating initial strategies for brand launches and preparing copyright registration applications to enforcing and defending trademark claims and addressing licensing needs. She was recently included on the *Lawdragon* 500 X - The Next Generation list ([click here for Lawdragon methodology](#)).

"Day Pitney has a strong reputation for excellence, and its vibrant trademark practice is highly regarded in the Boston market, in particular. The firm's commitment to delivering top-tier legal services and its highly trained team of IP professionals at all levels were key factors in my decision to join. I look forward to contributing to the growth of the trademark practice and working alongside such talented colleagues to continue providing exceptional service to our clients," added Penrose.

Penrose earned her B.A. from the University of Michigan and her J.D. from the University of Connecticut School of Law. She is admitted to practice in Massachusetts.

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## Key Contacts



**Brooke A. Penrose**  
**Partner**

Boston, MA | (617) 345-4711  
bpenrose@daypitney.com



**Carrie Webb Olson**  
**Partner**

Boston, MA | (617) 345-4767  
colson@daypitney.com