



Carrie Olson

Partner

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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.

As Chair of Day Pitney's Intellectual Property and Technology practice, 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. 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.*

SERVICES

LITIGATION

INDUSTRIES

INTELLECTUAL PROPERTY AND TECHNOLOGY

TRADEMARK, COPYRIGHT AND ADVERTISING

INSIGHTS

"2023 IPOWNERS SPRING SUMMIT," INTELLECTUAL PROPERTY OWNERS ASSOCIATION
Speaker, March 16, 2023, Grand Hyatt in Washington, D.C., Intellectual Property Owners Association

DAY PITNEY INTELLECTUAL PROPERTY AND LITIGATION PARTNERS HOST COCKTAIL RECEPTION IN MIAMI

Co-host, November 16, 2022, Nobu and Eden Roc Hotel, Miami, FL

MANAGING THE WORKPLACE IN WAKE OF COVID-19

Speaker, May 6, 2021, Association of Corporate Counsel Northeast Section, Webinar

STRATEGIC IP PORTFOLIO MANAGEMENT

Speaker, July 13, 2020

TRADEMARK AND PATENT LAW OVERVIEW

Speaker, April 13, 2020

NEWS

SURGE IN TRADEMARK FRAUD SCAMS OVERWHELMS REGULATORS, APPLICANTS

Featured, April 19, 2023, *Bloomberg Law*

DAY PITNEY'S TRADEMARK TEAM, LED BY CARRIE WEBB OLSON, RANKED IN 2023 WORLD TRADEMARK REVIEW 1000 FOR TENTH CONSECUTIVE YEAR

Featured, February 14, 2023, *Day Pitney Press Release*

DAY PITNEY NAMES NEW HEAD OF TRADEMARK, COPYRIGHT GROUP

Quoted, February 14, 2023, *Law360 Pulse*

DAY PITNEY NAMES ALEX P. GARENS NEW HEAD OF TRADEMARK, COPYRIGHT AND ADVERTISING PRACTICE GROUP

Quoted, February 13, 2023, *Day Pitney Press Release*

CONNECTICUT MOVERS: LEADING CT FIRMS UPDATE LITIGATION, TECHNOLOGY TEAMS

Quoted, June 6, 2022, *Connecticut Law Tribune*

EDUCATION AND CREDENTIALS

EDUCATION

Franklin Pierce Law Center, J.D., 2000

Keene State College, B.A., TEST

ADMISSIONS

Commonwealth of Massachusetts

State of Connecticut

AFFILIATIONS

INTA: Alternative Dispute Resolution Committee

Intellectual Property Owners Association (IPO)

RECOGNITION AND COMMUNITY

RECOGNITION

Ranked in *World Trademark Review 1000 – The World's Leading Trademark Professionals* (Globe Business Media Group), 2015-2023

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

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COMMUNITY

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