

## PRACTICE AREAS

- Corporate/Mergers & Acquisitions/Securities
- Intellectual Property
- Patent
- Trademark & Copyright

## EDUCATION

- B.S., Louisiana State University, 1974, magna cum laude
- J.D., North Carolina Central University, 1996, summa cum laude

## BAR &amp; COURT ADMISSIONS

- North Carolina, 1996

## OTHER AREAS OF LAW

- Intellectual Property
- Corporate/Transactional

## ARLENE D. HANKS



## MEMBER

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## RESEARCH TRIANGLE

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Trademark team manager, Arlene Hanks boasts extensive experience in domestic and international trademark prosecution and protection, and in copyright, intellectual property licensing and transactional work for diverse clients.

She aids clients in developing branding strategies, maximizing brand investment and protecting and policing brands globally, working with an extensive worldwide network of foreign counsel.

Ms. Hanks also assists clients in intellectual property licensing and establishing global inter-company licensing structures for corporate families. She also handles intellectual property disputes and conducts IP due diligence in mergers, acquisitions and credit facilities.

She serves as general trademark counsel for numerous global companies across a wide spectrum of industries, including:

- Hardware and security products
- Computer software, hardware and related products and services
- Pharmaceutical, biotechnical, medical and healthcare
- HVAC
- Clothing and apparel
- Banking and finance
- Print and broadcast media
- Stock car racing and entertainment
- Food products and services

## OF NOTE

- Elected by practicing North Carolina attorneys to *Business North Carolina's* Legal Elite (Intellectual Property) as one of the state's best practitioners in the field, 2004, 2007
- Recognized by BTI Consulting Group as one of 78 United States "BTI Client Service All-Star" attorneys, for delivering superior client service, from a survey of some 200 general counsels of Fortune 1000 Companies, 2001

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## ARLENE D. HANKS

- C.L.E. faculty member, conducting seminars on trademarks and intellectual property

### PROFESSIONAL AFFILIATIONS

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- American Bar Association
- North Carolina Bar Association: Intellectual Property Section
- Durham County Bar Association
- Orange County Bar Association
- International Trademark Association
- American Intellectual Property Law Association
- Trademark Law Roundtable
- Triangle Intellectual Property Law Association
- Orange County Association of Women Attorneys