

ARLENE D. HANKS

Member, Trademark

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Arlene Hanks is a member of the Trademark group, and boasts extensive experience in domestic and international trademark prosecution and protection, and in copyright, intellectual property licensing and transactional work for diverse clients.

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

She also assists clients in intellectual property licensing and establishing global inter-company licensing structures for corporate families. Arlene 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.

Industries

- 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

Capabilities

Intellectual Property
Trademark & Copyright

Education

J.D., North Carolina Central University, summa cum laude

B.S., Louisiana State University, magna cum laude

Admissions

North Carolina

Other Areas of Law

Corporate/Transactional

ARLENE D. HANKS

Notable

- *Best Lawyers in America*, Copyright Law "Lawyer of the Year," 2023
- Raleigh Trademark Law "Lawyer of the Year," *Best Lawyers in America*, 2013
- *Best Lawyers in America*, Trademark Law, 2012-2023; Copyright Law, 2023
- *Chambers USA* - North Carolina, Intellectual Property, 2016-2022
- *Managing Intellectual Property's*, IP Stars - Top 250 Women in IP, 2013, Global IP Star, 2018, IP Stars, 2015-2022
- *Business North Carolina's* Legal Elite list, 2004, 2007, 2009, 2014-2016, 2021-2022
- *World Trademark Review 1000 - The World's Leading Trademark Professionals*, 2013-2016, 2019-2021
- *Business Leader Media*, Mover & Shaker in North Carolina and Women Extraordinaire winner, 2010
- 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
- C.L.E. faculty member, conducting seminars on trademarks and intellectual property.

Affiliations

- American Bar Association
- North Carolina Bar Association: Intellectual Property Section
- Wake County Bar Association
- International Trademark Association
- American Intellectual Property Law Association
- Triangle Intellectual Property Law Association