



→ Lisa M. Martens

Retired - Of Counsel

LMartens@sheppardmullin.com

Lisa Martens is retired from the firm and is now Of Counsel.

Areas of Practice

Lisa's practice focused on the protection and enforcement of brands for clients ranging from startups and emerging companies to Fortune 500 corporations. She had particular expertise in the food and beverage, healthcare, life sciences, e-commerce, semiconductor, sporting goods and retail clothing industries.

Lisa counseled clients on a variety of trademark issues, including the development of U.S. and foreign trademark portfolios, global brand strategy and licensing. She also successfully handled numerous domain name disputes in the U.S. and worldwide. In addition, Lisa provided advice on advertising substantiation and rights of publicity and has successfully litigated false advertising and right of publicity cases in federal court.

Lisa has substantial experience bringing and defending enforcement and litigation matters before the Trademark Trial and Appeal Board (TTAB), the National Advertising Division (NAD) of the Council of Better Business Bureaus and in state and federal district courts related to trademarks, copyrights, unfair competition, anti-counterfeiting and false advertising.

Honors

Lawyer of the Year - Trademark, *Best Lawyers*, 2022-2023

Women of Influence in Law, *San Diego Business Journal*, 2021-2022

World Trademark Review 1000 – California, Enforcement and Litigation (2011-2023)

Named one of the "Top Attorneys in San Diego," *Los Angeles Magazine* (2016)

Managing Intellectual Property "IP Star" (2013-2022) and Top 250 Women in IP (2013, 2016)

Named a "Metro Mover" by *SD Metro* magazine (2015)

Named one of the "Top Women in Southern California," *Los Angeles Magazine* and *Super Lawyers* (2014)

San Diego Super Lawyers Intellectual Property Litigation, Intellectual Property (2007-2023)

Best Lawyers in America, Litigation Intellectual Property and Trademark Law (2013-2023)

Named one of San Diego's "Top Attorneys" *San Diego Daily Transcript* (July 2009, July 2012 and July 2013)

Named "Young Influential" by *The Daily Transcript* (March 2013)

Named one of San Diego's "Women Who Mean Business" by *San Diego Business Journal* (November 2011)

The International Who's Who for Trademark Attorneys (2011, 2009 and 2007)

Nominated for Athena Pinnacle Award (2008, 2009)

Finalist, *San Diego Business Journal's* 16th Annual Women Who Mean Business Awards (2009)

Legal 500 US, Intellectual Property, Trademark (2008, 2016)

Named one of San Diego's "50 Young Leaders Under 40" by *San Diego Metropolitan Magazine* (September 2007)

Winner, TWIN Award from the San Diego YWCA (2004)

Articles

- Practice tips for combatting counterfeiters: an action plan for brands, manufacturers and retailers
World Trademark Review, 04.01.2021

Covering Your Ads Blog Posts

- "A Deeper Dive Into the FTC Crack-Down on Social Media Influencers: What You Should Know Before You Post," July 18, 2017

Intellectual Property Law Blog Posts

- "Practice Tips for Combating Counterfeiters: An Action Plan for Brands, Manufacturers and Retailers," June 9, 2021
- "Using Hashtag #Disclosures in Social Media Advertising," January 20, 2017
- "Parent Company Furnishes Cancellation of Subsidiary's Trademark Registration," July 28, 2016

Media Mentions

Sheppard Mullin Adds Ex-Fish & Richardson IP Pro In Calif.

Law360, 08.06.2015

Speaking Engagements

Speaker, "And Now for Something Completely Different: What You Need to Know About Non-Traditional Trademarks," California Lawyers Association Intellectual Property Law Section's Trademark Office Comes to California Program, San Francisco, CA and Los Angeles, CA, April 2 & 4, 2019

Guest Lecturer, "Fighting Trademark Infringement of Jewelry," University of San Diego School of Law, March 2019

Speaker, "Protecting Your Brand Identity – Combating Online Impersonation, Website Spoofing, Cybersquatting and More," ACC San Diego Chapter, San Diego, CA, October 25, 2018

Guest Lecturer, "Trademark Litigation - Winning Preliminary Injunctions and Motions for Summary Judgment," University of San Diego School of Law, February 2017

Speaker, "Trademark Year In Review," Los Angeles Intellectual Property Law Association (LAIPLA) Spring Seminar, Coronado, CA, June 10, 2016

Moderator, "Pharmaceutical Marijuana Law: Branding, Marketing and Regulatory Issues," International Trademark Association (INTA) Annual Meeting, Orlando, FL, May 23, 2016

Speaker, "Protecting Your Product – IP Issues in the Food and Beverage Industry," ACC San Diego Chapter, San Diego, CA, May 12, 2016

Speaker, "IP Issues," CLE International's Food Law Seminar, Washington, D.C., March 17-18, 2016

Events

Combating Counterfeits
Webinar, 06.17.2021

Retail Law Conference 2020
Retail Industry Leaders Association
October 20-22, 2020

DATA SECURITY/PRIVACY ROUNDTABLE: Protecting Your Brand Identity – Combating Online Impersonation, Website Spoofing, Cybersquatting and More
10.25.2018

Be Flexible! How One Woman Successfully Navigated Many Changes in the Life Sciences Industry
Presented by Women in Bio Southern California
10.26.2016

ACC San Diego Chapter MAY MCLE: Protecting Your Product - IP Issues in the Food & Beverage Industry
Sheppard Mullin's San Diego (Del Mar) Office, 05.12.2016

CLE International's Inaugural Food Law Conference - Understanding This Rapidly Evolving Area of the Law
Renaissance Downtown • Washington, DC, March 17-18, 2016

Podcasts & Webinars

Combating Counterfeits
06.17.2021

Nota Bene Podcast Episode 129: Practical Tips for Protecting Your Brand Against Counterfeiters with Lisa Martens
06.09.2021

Education

J.D., DePaul University College of Law, 1994, Order of the Coif
B.A., Cornell College, 1990, *magna cum laude*

Admissions

California

Illinois

U.S. District Court for the Northern District of California

U.S. District Court for the Eastern District of California

U.S. District Court for the Central District of California

U.S. District Court for the Southern District of California

U.S. Court of Appeals for the Ninth Circuit