



Marlene J. Williams

Of Counsel
Global Lead, Trademarks

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Marlene has over 20 years of experience advising clients in maximizing the value of their brands and copyrights, while avoiding the risks connected to developing new brands and creative works. She is experienced in a wide variety of industries including wine, food and beverages, hospitality, luxury goods, entertainment and the performing arts, high tech, health care, consumer goods and services, energy, insurance and financial services.

As a member of the firm's Intellectual Property Practice, Marlene advises clients on trademark law, copyright law, licensing, and right of publicity. Her practice involves the entire life cycle of a brand, including international trademark protection and management, brand policing, enforcement, and licensing, and litigation before the Trademark Trial and Appeal Board and in federal court.

Activities

- Board member and Chair of the Finance Committee for ODC Dance, 2021–present
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Credentials

EDUCATION

Marlene earned her J.D., *cum laude*, from Georgetown University Law Center. She received her B.A. with honors in political economics from the University of California, Berkeley.

ADMISSIONS

- California

Related Insights & News

PRESS RELEASE

Winston & Strawn Strengthens IP Practice with Addition of Marlene J. Williams in San Francisco
MAY 14, 2024

Capabilities

Trademark Litigation, Prosecution & Brand Protection

Intellectual Property

IP Licensing & Due Diligence

Artificial Intelligence (AI)

Food & Beverage

Retail & Luxury

Media & Entertainment

Technology, Media & Telecommunications

Health Care

Financial Services