



Odette Martins

Associate

Boston, MA | (617) 345-4744

omartins@daypitney.com

Overview

Odette Martins is a skilled trademark attorney dedicated to protecting and growing clients' brands. With a deep understanding of trademark law, she provides comprehensive legal guidance tailored to their specific needs. Her experience spans a wide range of industries, including pharmaceuticals, medical devices and biotechnology.

Odette assists clients with all aspects of trademark law from initial trademark strategy to ongoing enforcement of trademarks and brands. She guides businesses through every step of the trademark process, from conducting comprehensive clearance searches to ensuring their mark is protected, both domestically and internationally. She helps them navigate the application process, address any U.S. Patent and Trademark Office (USPTO) office actions, and develop strategies to prevent infringement. When necessary, Odette also represent clients in Trademark Trial and Appeal Board (TTAB) proceedings and draft cease and desist letters or takedown notices.

Before joining private practice, Odette gained invaluable experience as a Trademark Examining Attorney at the USPTO. This firsthand knowledge of the USPTO's procedures and standards gives her a unique perspective in representing clients.

During law school, Odette first developed an interest in trademark law while participating in the Intellectual Property Clinic, where she partnered with a practicing attorney to file trademark applications and respond to USPTO office actions.

Education and Credentials

Education

University of Connecticut School of Law, J.D., *Connecticut Public Interest Law Journal*, Note and Comment Editor

Boston University, B.A.

Admissions

State of Connecticut

Commonwealth of Massachusetts

Practices & Industries

Intellectual Property Litigation

Trademark, Copyright & Advertising

Affiliations

Boston Bar Association, IP Year in Review, Steering Committee, 2020-2024

Massachusetts Black Lawyers Association, Gala Committee, 2023

International Trademark Association (INTA), Well Known Marks Committee, 2024

National Society of Black Engineers (NSBE), Boston Professionals Chapter, 2024

Recognition and Community

No aspect of this advertisement has been approved by the highest court of any state. Prior results do not guarantee a similar outcome. See Awards Methodology.

Recognitions

Selected to the list of *Massachusetts Super Lawyers* Rising Stars (Thomson Reuters), Intellectual Property, 2023-2024

Community Involvement

Veteran's Legal Services, Volunteer Attorney, 2023

In The Media

Intellectual Property Basics for Business Leaders
2023