

Associate

**Kerianne A. Strachan**

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📍 Chicago, IL



## Profile

“I believe in one’s ability to accomplish the impossible through diligence and determination. With this confidence, I strive not only to achieve success in my endeavors, but to empower others to pursue their goals, no matter how unattainable they may seem.”

Kerianne A. Strachan focuses her practice on domestic and foreign trademark prosecution, clearance, enforcement, and brand protection, as well as contract drafting and negotiation. She counsels clients that include Fortune 500 corporations, multinational manufacturers, middle-market ventures, nonprofit organizations, small businesses, and startups. They rely on her to help develop, promote, and protect their brands in a wide range of industries and sectors, including consumer products, household appliances, retail, and educational services. When negotiating agreements with third-party vendors, she also advises clients on issues involving information security and data privacy and works to implement measures to protect the confidentiality of clients’ proprietary and personal information, business records, data, networks, and systems. Kerianne leverages her diverse background in business and marketing to better advise clients in supporting their brand management and economic goals.

While attending Tulane Law School, Kerianne served as an extern for the Honorable Bernadette D’Souza of the Orleans Parish Civil District Court. Kerianne was also selected to work as a law clerk with the Tulane University Legal Assistance Program, where she was subsequently promoted to director, charged with managing the provision of legal services to Tulane University students, staff, and faculty for two years.

In addition, Kerianne volunteered with The Ella Project, where she helped local musicians and artists in the New Orleans area with various pro bono legal services, including copyright and trademark issues; contract preparation, negotiation and review; and other entertainment law matters.

Kerianne is a member of Fitch Even’s Marketing and Client Development Committee.

## Representative Matters

- Drafts office action responses for publication of marks identifying goods and services for a variety of clients.
- Prepares cease-and-desist letters for distribution to potential infringers of a national client recognized for its well-established slogan in educational services.

### Education

J.D., Tulane Law School, 2018

B.S., Business, Marist College, 2009, *cum laude*

### Bar Admissions

Illinois

### Recognition

Selected for inclusion in Illinois Super Lawyers – Rising Stars for Intellectual Property Law (2023–24)

Tulane Law School

Recipient of General Maurice Hirsch Award

The National Black Lawyers Top 40 Under 40 in Illinois

### Services

Advertising, Marketing + Promotions

Copyrights

Entertainment + Media

International IP Protection

IP Litigation

Appellate Practice

Brand Enforcement

Commercial + Technology Disputes

Copyright Disputes

IP Professional Responsibility + Malpractice

ITC Section 337 Disputes

Northern District of Illinois Local Counsel Services

Patent Litigation

Standard Essential Patents

Trade Secret Litigation

IP Portfolio Management

IP Transactions

Trademark + Brand Protection

## Presentations + Publications

### Presentations

- “Trademark & Copyright Law: What’s New in 2024,” Fitch Even Webinar, with Dani K. Muñoz, November 20, 2024.
- “Ensuring Copyright Protection in a Changing Legal Landscape,” Fitch Even Webinar, with Alisa C. Simmons, May 2, 2019.

### Publications

- “Filing Patent Lawsuits as an Anonymous Plaintiff in the N.D. Ill.—Is it Possible?,” *Business Law Today*, American Bar Association, February 2021.
- Senior Business Editor, *Tulane Journal of Technology & Intellectual Property*, 2017–18.
- “*Doe v. Backpage.com*: The United States Court of Appeals Further Extends Immunity for Internet Service Providers Under the Communications Decency Act,” *Tulane Journal of Technology & Intellectual Property*, vol. 19, Fall 2016: 262.

## Memberships

- Black Entertainment and Sports Lawyers Association
- Chicago Women in IP
- Illinois State Bar Association
- National Bar Association