

**LAUREN FERNANDEZ STALEY**  
Email: lfernandez@gardnergroff.com

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**EXPERIENCE**

**08/06 - Present:**     *Associate Attorney, Gardner Groff Greenwald & Villanueva, P.C.,  
Atlanta, Georgia*

Engage in personal client development and manage my own clients and assist partners in various areas of intellectual property (IP) practice. Scope of work experience includes:

- *Trademarks:* Performing clearance searches, reviewing search reports, providing opinions on availability, conducting research on domestic and foreign trademark law, preparing trademark applications, and prosecuting applications before the USPTO.
- *Licensing/Asset Sale and Purchase:* Negotiate transactions and draft contracts including licenses, confidentiality and non-compete agreements. Oversee sales of domain names and web-based businesses.
- *IP Litigation:* Sit as second attorney on several Plaintiff's litigation cases, including trademark infringement, patent infringement and copyright infringement. Duties include communication with clients, managing case scheduling, coordinating efforts with local counsel, conducting research, drafting all pleadings including complaints, answers, motions and briefs, organizing the production of documents, and creating settlement agreements.
- *Firm Management Duties:* Manage firm-wide marketing efforts, such as redesign of logo, website, stationery and marketing materials. Given full responsibility for the planning and organizing of a 100+ person CLE event for the IP community, 2007 SpringPosium®.

**06/05 - 08/05:**     *Marketing Intern, MarketSquare Solutions, Atlanta, Georgia*

Performed in-depth competitor analysis and audit of legal protections for fledgling customer relationship management (CRM) and automated marketing company. Assisted in creation of advertising campaign deliverables, including direct mail and video-on-demand email for key client, Burger King. Created new PowerPoint presentations for sales pitch and developed plan for renovation of website.

**06/03 - 07/04:**     *Summer Associate, Akerman, Senterfitt & Eidson, Orlando, Florida*

Researched and generated legal memoranda and documents on a variety of issues including: pleadings, contracts, corporate formation and taxation, and banking regulation. Reported findings directly to partners, including firm's CEO. Translated legal documents between English and Spanish, and advised partner on status of Spanish Law.

**01/04 - 05/04:**     *Legal Intern, Coca-Cola North America, Atlanta, Georgia*

Worked alongside senior counsel in Food & Beverage Legal Department, overseeing use and licensing of Coca-Cola trademarks in various advertising campaigns and joint ventures. Created contracts for radio stations participating in "Unexpected Summer 2004" radio promotional campaign. Initiated and managed contact with vendors, and negotiated initial terms of licenses and service contracts for fountain beverage services. Researched and prepared cease and desist letters for trademark infringements.

**09/03 - 012/03:** *Legal Intern, Cingular Wireless, Atlanta, Georgia*

Researched and created internal memoranda on a variety of issues including: contract negotiations, employment law, patent and trademark rights. Performed “knock-out” searches for potential trademark names. Assisted in preparation of Continuing Legal Education seminar given by Chief Intellectual Property Counsel.

**EDUCATION***Emory University School of Law and Goizueta Business School, Atlanta, Georgia*

- Juris Doctor and MBA; May 2006
- TIGER certificate in Intellectual Property and Technology Transfer

**Activities and Honors**

- Hispanic Scholarship Fund (HSF) *Scholarship Award Recipient*
- National Society of Hispanic MBAs (NSHMBA) *Scholarship Award Recipient*
- Hispanic National Bar Association (HNBA) Moot Court Competition, *Team Member*
- Emory Student Legal Services, *Co-Director*
- Goizueta Business School Honor Council, *Co-Chair*
- GA Tech/Venture Lab/Emory Law Technology Commercialization Project (TI:GER)
- Intellectual Property Law Society, *Vice-President*

*Stetson University, DeLand, Florida*

- BA; May 2001. Cum laude, English Literature.
- Minors: Business Administration, Marketing, and Spanish
- Honors Program Graduate
- 100% Academic Scholarship

**Activities and Honors**

- Visiting Student, one semester, Universidad Complutense de Madrid, Spain
- Student Government Association, Senator, Treasurer/Secretary
- Stetson University Honor Code Task Force, Student Co-Chair
- Habitat for Humanity
- Division I Volleyball Team (1997-1999)

**PROFESSIONAL MEMBERSHIPS**

- State Bar of Georgia
- Georgia Bar Association Intellectual Property Law Section
  - Member, IP Section Communications Committee
- National Hispanic Bar Association
- Georgia Hispanic Bar Association
- National Society of Hispanic MBAs

**SKILLS AND INTERESTS**

- Relevant Classes: Intellectual Property, Licensing, Trademark Law, Copyright Law, Sports and Entertainment Marketing, International Marketing, Entrepreneurship, Marketing Seminar, Goizueta Marketing Strategy Competition (GMSC) -- Leader of Coca-Cola Team, and Emerging Technology & Innovation.
- Software knowledge: Microsoft Office, LexisNexis, Westlaw, PATTSY Docketing, Adobe and Macromedia (full suite).
- Other Skills and Interests: I speak Spanish as a second language. I love to travel, especially by backpacking internationally (American West, Spain, Italy, Ireland, France, Caribbean). Also I'm an avid outdoor sports enthusiast along with my husband, Joe, and Labrador Retrievers, Hershey and Dulce. I enjoy cooking authentic Cuban and Spanish food for my friends and family. In my quieter time, I like to read, take photographs and paint. I am currently working towards a private pilot's license.