

ADVENT

An Intellectual Property Law Firm



Mallory Henninger

Intellectual Property Attorney

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OVERVIEW

Mallory is a Patent and Trademark Attorney whose practice covers various aspects of Intellectual Property, Innovation and Technology. Mallory's practice is devoted to management, procurement and protection of intellectual property rights for companies of all sizes. Services associated with Mallory's practice include patent and trademark drafting, US and international patent and trademark prosecution, technology/trademark searching, technology/trademark monitoring, freedom to operate analysis, due diligence, IP portfolio planning and management, IP licenses and agreements, intellectual property support for dispute resolution, domain name clearance and disputes, cybersecurity, and data privacy.

While Mallory has experience in all areas of intellectual property, a substantial portion of her practice is currently focused on trademarks and related branding activities. Mallory has experience filing trademarks in the US and internationally in a multitude of classes, as well as performing national and international trademark clearance searches. She has handled opposition and cancellation proceedings, and has negotiated favorable settlements, including coexistence agreements and concurrent use agreements. Mallory employs a business-oriented view to all aspects of trademark portfolio management, working with her clients to understand their branding goals and developing strategies that are in line with those goals. Mallory also utilizes a holistic intellectual property portfolio management approach, working with clients to develop an integrated strategy for patent, trademark, and copyright protection.

Mallory is comfortable working with a wide range of clients, from Fortune 500 companies to universities and startups, in a wide variety of technology areas. Mallory holds a Masters of Law with areas of focus including trademarks, trade secrets, international intellectual property transactions, and digital privacy. Mallory has spoken at several intellectual property seminars and start up events. She is an adjunct professor at Creighton Law School and assists with the Creighton Law International Trademark Association (INTA) moot court teams.

Mallory is active in several legal groups, both locally and nationally. In addition to her practice, Mallory is active in the community as a 4-H club leader, co-superintendent of the Douglas-Sarpy County Fair, and 4-H livestock judge. She enjoys educating youth about livestock at her hobby farm. Mallory also judges high school debate competitions and is a patron of several community activities in rural northeast Nebraska.

EXPERIENCE

ADVENT, LLP › Intellectual Property Attorney

ADVENT, LLP is a law firm specializing in intellectual property, innovation, and technology law. (2014 – Present)

Creighton University School of Law › Adjunct Professor of Law

Mallory teaches Food & Drug Law. The course largely focuses on the historical evolution of the FDA, and the FDA approval process for drug products and medical devices. The course also covers the intersection between the FDA and intellectual property including branding and labeling requirements, patent protection, and Hatch-Waxman litigation. (2017 – Present)

LICENSES

- » United States Patent and Trademark Office, Registered Patent Attorney, No. 75,735, Admitted January 31, 2017
- » State Bar of Iowa, Bar No. AT0012704, Admitted September 7, 2015

HONORS AND PROFESSIONAL AFFILIATIONS

- » American Intellectual Property Law Association
- » International Trademark Association
- » Iowa State Bar Association
- » Phi Delta Phi Legal Fraternity
- » Phi Alpha Delta Legal Fraternity
- » American Inns of Court
- » Alpha Sigma Nu Jesuit Honor Society
- » Eight (8) CALI Excellence for the Future Awards
- » 2014-2015 National Moot Court Competition – Regional Semifinalist
- » 2014-2015 Jessup International Moot Court Team – Regional Quarterfinalist

PROFESSORSHIP

Creighton University School of Law

EDUCATION

John Marshall School of Law, Chicago, Illinois

» Masters of Law, with Honors, May 2019

Creighton University School of Law, Omaha, NE

» Juris Doctor, magna cum laude, Business Law Certificate, May 2015, Top 7%

Creighton University School of Pharmacy and the Health Professions, Omaha, NE

» Doctor of Pharmacy, May 2012

Creighton University, Omaha, NE

» Bachelor of Arts, Psychology, summa cum laude, May 2008

FAMILY COMMUNITY
INVOLVEMENT**Nebraska 4-H, Omaha, Nebraska**

» Club leader, Livestock judge

Douglas-Sarpy County Fair, Springfield, NE

» Superintendent

Burt County Museum, Tekamah, NE

» Patron

Nebraska Debate, NE

» High school debate judge

SPEAKING
ENGAGEMENTS*Patenting a Human? The Ongoing Controversy of DNA Patenting*, Mallory Henninger & Daneis Barber, American Inns of Court-Robert M. Spire Inn, Omaha, NE*Building a Brand and Intellectual Property that will Snag a Shark*, Shark Tank Speaker Series, Lincoln, NE*Brewery and Distillery Law in Iowa: Intellectual Property and Advertising*, Mallory Henninger & Daniel Honz, National Business Institute CLE, Des Moines, IA*Business Plan Competition: Home Team Pharmacy*, Mallory Henninger et al., National Community Pharmacists Association Annual Convention, Nashville, TN*Anorexia Nervosa Treatment Outcomes*, Mallory Henninger & Andrea McGrath, Great Plains Student Conference, Emporia, KS*The Barbie Diet: Children's Perception of Body Image*, Isabel Cherney, Mallory Henninger, Allison Rudersdorf, Midwestern Psychological Association Regional Meeting, Chicago, IL*The Barbie Diet: Children's Perception of Body Image*, Isabel Cherney, Mallory Henninger, Allison Rudersdorf, Council on Undergraduate Research Posters on the Hill Convention, Washington, DC*The Barbie Diet: Children's Perceptions of Body Image*, Mallory Henninger & Allison Rudersdorf, Great Plains Student Conference, Wichita, KS*Family ties: Do Parents and Children see Eye to Eye?* Mallory Henninger & Isabel Cherney, Great Plains Student Conference, Warrensburg, MO