

LuAnne Morrow

Counsel

Los Angeles

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LuAnne is an intellectual property and commercial contracts attorney who helps clients protect their assets, optimize value, and navigate risk. Her approach helps clients advance their objectives throughout the business cycle.

OVERVIEW

LuAnne advises clients on a range of intellectual property and related branding needs, including the prosecution and licensing of her clients' trademarks, copyrights, and patents. Her broad practice spans advertising and sponsorship issues, brand acquisition, and trade secret protection. Additionally, LuAnne advises on a wide range of digital and social media issues, including regulatory compliance matters for consumer product clients.

While LuAnne is experienced across a variety of industries, she offers particular depth with licensing agreements and research and development contracts in the health care and life sciences sectors. She also works closely with clients in the apparel, consumer product, entertainment, food and beverage, gaming, and media sectors. Her entertainment clients include producers and studios (particularly in production matters, such as finance and distribution, and cross border production), and those in the music industry include artists and other creators, where she handles all aspects of their recording and licensing contracts.

REPRESENTATIVE MATTERS

- Conducting trademark infringement and domain dispute resolution.
- Assisting software developers in negotiating, drafting, and reviewing technology licenses and software development agreements.
- Acting as intellectual property counsel on a large oil sands development project with responsibility for all intellectual property matters, including extensive negotiating and drafting of patent licenses.
- Financing transactions for numerous film and television projects, and providing legal advice to production companies in the media industry, including drafting and negotiating all production agreements.
- Reviewing packaging, labeling, and advertising, and drafting contest rules.
- Managing significant public authorities' and educational institutions' trademark portfolios, as well as a major amateur sports organization's trademark portfolio, brand licensing, protection actions, and sponsorship agreements.
- Assisting large online retail business with cross border regulatory issues related to expansion into new

jurisdictions.

- Negotiating and drafting sponsorship agreements for international sporting event on behalf of national sport association.
- Providing advice to litigation counsel on intellectual property matters, including infringement matters and ownership disputes.
- Negotiating, drafting, and reviewing website- and e-commerce-related policies and agreements, including email- and internet-use policies, website-use policies, privacy policies, blog, and social networking site disclaimers and e-commerce sales agreements.
- Providing advice in the protection of trade secrets and confidential information and negotiating, drafting, and reviewing confidentiality and nondisclosure agreements.
- Represented a startup medical device company in its sale of intellectual property assets to a large U.S. medical device company.
- Negotiated out-licensing agreements for a biotechnology company of patented formulation process and device to universities in the U.S. and Europe for research and development.
- Negotiated collaboration agreements on behalf of a biotechnology company with a UK-based pharmaceutical company for the testing of formulations and process for the purpose of developing medicinal cannabis.

AWARDS

- *WTR 1000*, Prosecution and Strategy (2010-2018, 2021, 2023, 2024)
- *The Best Lawyers in Canada®*, Advertising and Marketing Law and Intellectual Property Law (2010-2024)
- *Canadian Legal Lexpert® Directory*, Intellectual Property (2019-2024) and Advertising & Marketing Law (2019-2023)
- *Lexpert Special Edition*, Technology and Health Sciences (2023-2024)
- *The Best Lawyers in Canada®*, Lawyer of the Year in Calgary, Intellectual Property Law, (2023)
- *Lexpert Special Edition*, Technology (2021)
- *Managing Intellectual Property IP Stars*, Intellectual Property (2018)
- *Managing IP Handbook*, Copyright Non-Contentious, Trademark, Trademark Enforcement and Litigation, Trademark Licensing, Trademark Prosecution, Trademark Strategy and Counseling (2014)

TOP AREAS OF FOCUS

- Consumer Products
- Entertainment
- Health Care + Life Sciences
- Retail

ALL AREAS OF FOCUS

- Consumer Products
- Domain Name Litigation + UDRPs
- Entertainment
- Health Care + Life Sciences
- IP International
- Intellectual Property
- International

- Marketing + Advertising
- Retail
- Trademark + Copyright

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Member, Los Angeles IP Lawyers Association
- Member, International Trademark Association Brand Restrictions Committee
- Fellow, Intellectual Property Institute of Canada
- Domain Name and Trademarks on the Internet and Licensing Committees
- Member, Licensing Executives Society
- Board and executive committee member, Unlocking Potential Foundation
- Past board member, National Music Centre
 - Chair, Governance Committee
- Executive Board, IBA Product Law & Advertising Committee
- Secretary, IPO IP Licensing and Related Issues Committee

EDUCATION AND CERTIFICATIONS

EDUCATION

- University of Calgary, J.D., 2001
- University of Calgary, B.A., 1998

BAR ADMISSIONS

- California
- Alberta

SPEAKING ENGAGEMENTS

- Speaker, "Contracting, Product Integration, Clearance for Content Creation: Risk Mitigation," Strafford, August 21, 2025.
- Speaker, "Legal Ethics During Deal Negotiations," IPO Annual Meeting, September 9, 2025.

PUBLICATIONS

- Author, "Exclusive Licensing May Offer Biotechs a Financial Lifeline," *The Licensing Journal*, September 1, 2025.
- Co-author, "The Top 10 Legal Risks Impacting the Value of a Retail Brand," *Retail TouchPoints*, July 14, 2025.
- Author, "Exclusive Licensing May Offer Biotechs a Financial Lifeline," *Troutman Pepper Locke*, July 14, 2025.
- Co-author, "Fair Is Fair? Navigating Product Integration and Clearance for Content Creators," *Troutman Pepper Locke*, June 27, 2025.
- Co-author, "Who Owns Creativity? — AI in Entertainment," *Troutman Pepper Locke*, February 27, 2025. Republished in *The Computer & Internet Lawyer*, July–August 2025.
- Co-author, "The Top 10 Legal Risks Impacting the Value of a Consumer Product Brand," *Troutman Pepper*

Locke, February 21, 2025.

- Co-author, “Stronger Privacy Protections and Enforcement Still High on the Agenda in California,” *Locke Lord*, November 2024.