



Sarah Harrell focuses her practice on trademark, copyright, advertising and marketing, and right of publicity law. Working with clients of all sizes in wide range of industries, Sarah is dedicated to helping them understand the risks associated with the adoption of new trademarks, slogans and business names.

Sarah advises clients on how intellectual property can be best protected, defended and enforced. She is experienced in the prosecution of trademark registrations in the United States and facilitating the expansion of trademark protection in foreign jurisdictions. She has helped clients with large international portfolios identify ways to simplify those portfolios and reduce maintenance costs.

Sarah also evaluates and provides advice on advertising claims, including potential liability for false or misleading representations. On the evolving topic of influencer marketing, she advises clients on best practices to comply with Federal Trade Commission regulations. Her practice also includes enforcing IP rights online through Digital Millennium Copyright Act (DMCA) takedown notices, drafting trademark and copyright licenses, and negotiating with third parties on issues involving potential trademark infringement.

Prior to joining Barnes & Thornburg, Sarah gained IP experience at the Indianapolis Museum of Art and at CMG Worldwide. She was also a judicial extern for the Honorable Jane Magnus-Stinson with the U.S. District Court for the Southern District of Indiana and a law clerk with the Indiana Attorney General's Office.

Notably, Sarah is interested in architecture and historical preservation.

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EDUCATION

Indiana University Robert H. McKinney School of Law, (J.D., graduate certificate, intellectual property), executive notes editor, Indiana International & Comparative Law Review

Indiana University, (B.A.), art history

BAR ADMISSIONS

Indiana

LANGUAGES

English

PRACTICES

Advertising and Marketing

Intellectual Property

Internet and Technology

Trademarks