



NEWS RELEASES

Barnes & Thornburg Adds Intellectual Property Partner Loretta Freeman In Atlanta

July 26, 2022 | [Atlanta](#)

ATLANTA – Barnes & Thornburg has added Loretta Freeman as a partner in the Atlanta office, where she joins the Intellectual Property Department and concentrates her practice on patent and trademark law.

A trained engineer with 11 years of experience working for 3M collaborating with other inventors and an experienced design patent and trade dress attorney, Freeman’s practice encompasses virtually all aspects of intellectual property law, with a focus on domestic and international patent and trademark procurement. Freeman works with clients on patent and trademark applications, trade dress, and due diligence.

“As an engineer, Loretta has firsthand knowledge of how an invention turns from an idea into a patentable product. She brings a unique insight into the biggest pain points for our clients navigating that process,” said Julia Gard, chair of the firm’s Intellectual Property Department. “Loretta’s collaborative spirit and extensive industry knowledge will be extremely beneficial to our clients looking to protect the innovative products they develop.”

Freeman also assists in drafting, negotiating, finalizing and managing various IP agreements. In addition, she conducts patentability evaluations, infringement, clearance investigations, and validity studies and performs trademark clearance, registration, and enforcement on behalf of clients. Freeman also has experience with proceedings before the United States Patent Office and her clients span several sectors including the manufacturing, telecommunications, hydraulics, chemical, life sciences, and aerospace fields.

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“Along with our move into a new office space this year, growing our team with attorneys of Loretta’s caliber has been a top priority. We’re thrilled to welcome her to the team,” said John T.L. Koenig, Atlanta office managing partner. “She has an impressive skill set and is extremely talented in her practice, which will be a valuable asset for our clients in Atlanta and across the country.”

Freeman earned her J.D. from the William Mitchell College of Law, and her B.S. in chemical engineering from Florida A&M University, cum laude.

With more than 700 attorneys and other legal professionals, Barnes & Thornburg is one of the largest law firms in the country. The firm serves clients worldwide from offices in Atlanta, Boston, California, Chicago, Delaware, Indiana, Michigan, Minneapolis, New York, Ohio, Raleigh, Salt Lake City, Texas, and Washington, D.C. For more information, visit us online at www.btlaw.com or on Twitter @BTLawNews.