

# Andrea M. Porterfield

SHAREHOLDER

she / her / hers

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Andrea Porterfield advises U.S. and international companies on intellectual property strategies that drive product development, market expansion and long-term value. Her practice integrates patent and trademark strategy to protect innovation and brand in a coordinated, business-focused way.

Andrea leads a global trademark practice focused on the development, protection and enforcement of brand portfolios across multiple jurisdictions. She manages complex international portfolios and develops cross-border clearance, filing and enforcement strategies aligned with business objectives, local legal requirements and evolving risk. She handles high-stakes trademark disputes, including USPTO oppositions and multi-jurisdictional conflicts, and negotiates resolutions that balance legal and commercial priorities. She represents clients in UDRP proceedings before WIPO involving domain name disputes and advises on online brand enforcement, including infringement, misuse and anti-counterfeiting. She designs and implements global trademark monitoring and enforcement programs that help clients identify and address risk proactively and maintain brand strength over time. She advises on global brand clearance and naming strategy, helping clients launch and expand brands with reduced risk, and conducts trademark due diligence in connection with mergers and acquisitions.

Andrea also advises on global patent strategy, preparing and prosecuting U.S. and international patent applications across technologies including agricultural science and animal health, particularly pesticidal protection formulations for plants and animals, nutritional and feed additive technologies and animal wellness formulations. With a background in chemistry, she advises on complex formulation-based technologies, including active ingredient compositions and delivery systems, and develops and manages patent portfolios aligned with commercialization and growth objectives. Her experience includes identifying patent assets, evaluating third-party IP for acquisition or licensing, conducting IP due diligence in connection with mergers and transactions and defending patents in inter partes review proceedings.

## Education

- Cleveland State University - Cleveland-Marshall College of Law (J.D., 1999)
  - Delta Theta Phi legal fraternity

## Capabilities

- Animal Health
- Biotechnology & Life Sciences Patent Prosecution
- Chemical Manufacturing
- Consumer Products & Luxury Goods
- Intellectual Property
- Intellectual Property Counseling & Opinions
- Life Sciences
- Patent Preparation & Prosecution
- Trademark, Copyright & Branding
- Chemical Intellectual Property
- Technology
- Trademark Clearance & Prosecution
- Space Technology
- Agribusiness

- Baldwin-Wallace University (B.S., *cum laude*, 1996)
  - Chemistry; Omicron Delta Kappa national leadership honor society

## Bar Admissions

- Missouri, 2005
- Ohio, 1999
- Admitted to practice before the United States Patent and Trademark Office

## Memberships

- International Trademark Association
  - Academic Committee, Member
- The Missouri Bar
- Kansas City Metropolitan Bar Association
- American Intellectual Property Law Association (AIPLA)
- Institute of Food Technologists
- Central Exchange

## Recognition

- *Managing Intellectual Property*, IP Stars – Patent Star, 2024-2025
- Selected for inclusion in the IAM Patent 1000 list of the World's Leading Patent Practitioners, 2023-2025, Missouri - Recommended
- World Trademark Review's 1000 List, Bronze – Missouri/Kansas, 2023-2026

# Matters

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- Prepared and managed extensive portfolios of US and International trademark applications across various technologies and sectors, including ecommerce, food/beverage, software, medical devices, engineering, pharmaceutical products, animal health, telecommunications, and aerospace
- Successfully argued against the institution of an Inter Partes Review (IPR) Petition filed by a large international animal health company against a composition patent owned by an international OTC animal health pharmaceutical company client. Based on arguments made in defense of the client's patent, the Patent Trial and Appeal Board (PTAB) declined to institute IPR of any challenged claims.
- Helped a company bring new animal health products to market by issuing freedom to operate opinions, drafting patent applications and working with executives to ensure entry into the marketplace and protection of intellectual property.
- Preparing, prosecuting, and managing extensive intellectual property portfolio covering flea and tick composition.
- Conducted intellectual property due diligence for the acquisition of a biomarker testing product company by a leading molecular diagnostic company.
- Negotiated a distribution/supply agreement between United States distributor and Korean manufacturing company covering distribution of immunochromatographic test kits for the qualitative detection of viruses affecting dogs or cats, including parvovirus, heartworm, and feline infectious peritonitis virus.
- Preparing, prosecuting, and managing United States and international patents covering a variety of soy-based technology for international food/nutrition company.
- Counseled and assisted start-up companies – including web-based clothing resale

company, restaurant, urban renewal company, and granola manufacturing company – on the preparation, filing, and prosecution of necessary trademark applications to protect their business.

- Assisted area university in the procurement of a patent covering inorganic chemistry composite composition.
- Conducted intellectual property due diligence for the acquisition of a national animal health company by an international over-the-counter pharmaceutical manufacturer.