The Trademark Lawyer

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GLOBAL REACH, LOCAL KNOWLEDGE

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ASIA PACIFIC Law firm RANKINGS

Celebrating the 2025 INTA Annual Meeting with our special bumper edition.



A recipe for IP success: Nestlé

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CTC Legal Media

Women in IP Leadership

Celebrating achievements and continuing the empowerment of women



This segment is dedicated to women working in the IP industry, providing a platform to share real accounts from rising women around the globe. In these interviews we will be discussing experiences, celebrating milestones and achievements, and putting forward ideas for advancing equality and diversity.

By providing a platform to share personal experiences we aim to continue the empowerment of women in the world of IP.



If you would like the opportunity to share your experiences with *Women in IP Leadership*, would like to nominate an individual to be involved, or would like to learn more about sponsorship, please contact our Editor.

Lindsey Annabel: Brand Protection Manager, Potter Clarkson LLP

An interview: inspirations, experiences, and ideas for equality.

Lindsey is Brand Protection Manager at Potter Clarkson LLP. Lindsey is responsible for the management and development of the iProvidence brand protection service, with clients including automotive, homeware, and sports brands. Lindsey has extensive experience in protecting brands across online marketplaces, domains and websites, social media, and app stores. She ensures that client's intellectual property rights are protected by monitoring and enforcing against counterfeiting and infringements. Lindsey has a background in intellectual property and previously worked for an external brand protection service provider.

What inspired your career?

I have been very lucky to work with successful and inspiring women in intellectual property law generally and brand protection more specifically. I work with colleagues and clients who inspire me every day. I had always been interested in brands and their reputations. Why do we often trust "recognizable" brands and not others? Initially, I was more aware of issues surrounding counterfeiting, and how this not only damaged brand reputation and impacted consumers, but also had links to organized crime, human trafficking, and modern slavery. I wanted to work in a role that addressed these problems. Later, I learned that online brand protection encompassed far more – including domain and social media infringements, which affect online safety and security. No two days are ever the same in brand protection, and I am at my happiest when I'm learning something new. As infringers and counterfeiters develop their methods, online brand protection evolves to counteract them. I find that a very interesting and inspiring way to work.

How have you found the pathway to your current position? And can you offer advice from your experience?

The pathway to my current position has been quite linear. After university, I began working in support for an intellectual property law firm. I then progressed to senior paralegal at Potter Clarkson. The business offered an online brand protection service around this time, which aligned with my interests. I worked on the account as a brand protection analyst, gained more experience, and began considering my long-term career path. I realized that progressing to management level and developing a brand protection service was

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the right route for me. I worked as Client Manager for an external service provider, which developed my understanding of monitoring and enforcement, before returning to Potter Clarkson as Brand Protection Manager when the opportunity arose to grow their service into iProvidence. The best advice I can give to anyone entering or transferring to the brand protection field is to undertake as much analyst training and log as much analyst time as possible. The experience gained from doing this is invaluable. Understanding brands and their products or services is key to identifying infringements and successfully enforcing clients' rights. Learn as much as possible about the brand, their key markets, and products before onboarding your client, to offer the best service possible.

What challenges have you faced? And how have you overcome them?

As mentioned previously, infringers will always find innovative ways to continue their enterprises. Continuing professional development, networking, and attending events are incredibly important for ensuring that your knowledge and skills are as up to date as possible. As for many people, work/life balance is also a challenge. I can find it difficult to switch off because I want to offer our clients the most successful results and return on their investment. iProvidence continues to grow, and I feel a responsibility to ensure the success of our service for the people who have believed in the team and worked together to develop the service further. I hike on the weekends to clear my mind and spend some time away from screens. Outside of work, someone will usually find an opportunity to ask me if something is fake, or whether a website is legitimate – they get far more of an explanation than they bargained for, I could discuss brand protection all day long.

What would you consider to be your greatest achievement in your career so far?

My greatest career achievement has to be developing iProvidence from its origins. I worked very hard to overcome early challenges and show clients how effective and important the service is for their brands. One of the most enjoyable parts of my daily job is providing training and discussing how brand protection works. The enthusiasm of people new to brand protection reminds me of how interesting I find it too. As the service has grown, I have gained valuable experience and skills from working with clients, analysts, service providers and in-house teams. The achievement has been reciprocal in that sense, which has had such a positive impact for clients and the wider business.

What are your future career aspirations? And how will you work to achieve them?

Ideally, I would like to expand iProvidence to include offline brand protection and develop the service even further to work with Customs and Excise and law enforcement agencies. I enjoy investigations and research, and I would like to expand my own understanding of OSINT. My long-term goal is to progress to senior management, as I believe brand protection is an important service within the IP sector, profitable and future-focused for both clients and businesses. To achieve this, I will continue to gain as much experience as possible across the sector, whilst building relationships with new and emerging brands.

What changes would you like to see in the IP industry regarding equality and diversity in the next five years?

We have a great Inclusivity Group at Potter Clarkson, and IP Inclusive do very positive work regarding equality and diversity. Each year, I volunteer at Pride, which is supported by the business. I would like to see access to IP law broadened to people from all backgrounds in the next five years. There are several career paths in the IP industry, these should be made far more visible, possibly through mentoring and outreach programs. Brand protection is particularly skill-set based, rather than qualification focused, therefore I encourage people from all backgrounds to use their transferable skills to develop a career in the sector. Mentoring and shadowing are great ways to achieve this.

How do you think the empowerment of women can be continued and expanded in the IP sector?

Women are definitely visible in the IP sector, and this should be celebrated across all areas – attorneys, innovators, business services, support roles, and management. I believe there should be more empowerment and visibility of women at senior management level in business services in the IP sector, which I hope to see in the duration of my own career. There is still work to do, and if we work together, we will continue to move forward. We have a responsibility to continue and expand empowerment outside of our own frame of reference too – particularly for women from other countries and cultures who may experience different challenges to those of our own.

Julie MacDonell: CEO, Haloo

An interview: inspirations, experiences, and ideas for equality.

Julie MacDonell is a visionary entrepreneur and IP expert with over 15 years of experience reshaping the trademark industry. Before founding Haloo, she built her boutique IP practice into a top-12 filing firm, competing with 'tier 1' industry leaders. A recognized thought leader, Julie frequently provides media commentary on intellectual property and innovation. Passionate about fairness, she recently authored an op-ed on DEI in *The Globe and Mail*, Canada's national newspaper.

What inspired your career?

Law school opened my eyes to the ways in which intellectual property, and particularly trademarks, are deeply tied to economic advancement. Trademarks are more than just legal protections – they are assets that allow businesses to build trust, establish market presence, and grow wealth. That makes IP ownership a matter of economic justice.

As I built my career in IP law, I saw how the system favored those with resources while leaving small businesses and entrepreneurs unprotected. Large corporations had the means to secure trademarks preventively, while small business owners often skipped protection due to cost barriers, only to find themselves in costly legal battles later. Seeing entrepreneurs lose their brands overnight was heartbreaking.

I've always believed in the transformative power of technology for the legal profession. The idea for Haloo came when I was a practicing IP lawyer, finding myself frustrated with billing clients for third-party search disbursements and the time spent on manual database queries. I often had to reduce the scope of clearances to fit a client's budget, compromising the quality of my advice and service.

This led to the lightbulb moment: what if lawyers could conduct comprehensive trademark searches themselves?

By enabling self-serve searches, we free up time for high-value services like deeper strategic advice and more extensive searches across jurisdictions and common law. These services provide greater client value and could significantly increase billable hours and revenue.

> **"My advice to others is to embrace innovation and leverage technology."**

With $8 million in venture capital funding and support from Google, we've streamlined complex queries, reduced human error, and built to the rigorous standards of Intellectual Property Office examiners.

How have you found the pathway to your current position? And can you offer advice from your experience?

My journey to becoming the CEO of Haloo has been far from linear. After law school, I worked in civil rights advocacy and litigation before transitioning into entertainment and IP law. When my husband and I adopted siblings from foster care, I had to make a difficult career decision – I left a litigation firm I loved to start my own boutique IP practice, which allowed



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me more flexibility to be present for my children. My firm grew quickly, becoming one of Canada's top trademark filers by volume.

In 2020, seeing the incredible potential of AI to transform our industry, I founded Haloo.

My advice to others is to embrace innovation and leverage technology to remove inefficiencies in their field. By adopting AI-driven solutions, lawyers can increase their revenue potential while serving a broader client base.

What challenges have you faced? And how have you overcome them?

Like many women in leadership, I've faced multiple challenges – from balancing career and family, to breaking into the male-dominated world of tech entrepreneurship.

One of the toughest moments in my career was deciding to leave a litigation practice I loved in order to prioritize my family. Adopting children from foster care required my full attention, and I knew I couldn't give my all to both. The solution? I built my own firm – one that gave me control over my time while still allowing me to do impactful work in IP law.

Another challenge was transitioning from lawyer to tech CEO. Legal tech is still a heavily male-dominated space, and raising venture capital as a female founder is notoriously difficult. Only about 1.8% of VC funding goes to all-women founding teams.

Bridging the gap between law and technology also required overcoming skepticism. Many lawyers were hesitant to trust AI-driven solutions for trademark search, fearing inaccuracies or loss of control. That's why we built Haloo to meet the rigorous standards of Intellectual Property Office examiners – ensuring the highest level of accuracy, transparency, and reliability.

What is your proudest moment in your career?

One of my proudest moments was seeing Haloo secure $8 million in venture capital funding and being recognized by Google for our innovation. This validation of our mission to democratize trademark protection showed that we were making a real impact. Beyond the funding and recognition, what makes me proudest is the tangible effect Haloo has had on both lawyers and small business owners.

In developing our technology, we discovered that lawyers were serving only a fraction of the addressable market. Through strategic API partnerships with small business service providers, we're starting to reach the 400 million SMBs worldwide, 80% of which forego legal services due to cost and complexity. By creating a pipeline that connects these growing businesses with our lawyer customers at the right time, we're simplifying and democratizing access to legal protection through professional IP services, and creating a win-win for all.

We've empowered lawyers to reclaim their time for high-value advisory work while simultaneously expanding access to trademark protection for businesses that would otherwise be unprotected. Seeing our platform create opportunities and level the playing field in the IP space is deeply fulfilling.

Doing all of this as a women-led, WeConnect-certified company feels especially significant in an industry that still lags behind on genuine diversity. Our AI is built on a strong ethical foundation, prioritizing transparency, fairness, and the responsible use of technology. It doesn't hallucinate or make guesses; it's grounded in solid legal data and principles, ensuring that we meet the highest professional practice standards.

How do you think the empowerment of women can be continued and expanded in the IP sector?

The best way to empower women in the IP sector is for customers to actively choose women-led technology solutions. Haloo is currently the *only* women-led software provider in the trademark industry, and that won't change unless customers make the decision to support women-led innovation.

If businesses want to see more diversity in tech, they need to be intentional about where they spend their money. Supporting women-led companies like Haloo signals to investors and the broader market that diverse leadership matters. More demand for women-led tech will lead to more funding, more innovation, and ultimately, more opportunities for women in IP.

Real change happens when customers, investors, and industry leaders decide to back the companies that are actively shifting the landscape. Haloo is not just building technology; we are creating access, efficiency, and economic justice through AI-driven IP protection. If we want to see more women-led IP tech companies in the future, then customers must be willing to invest in that future today.