



Wendy Robertson

Of Counsel

Memphis (East) | 901.579.3128 | wrobertson@bakerdonelson.com

Wendy Robertson concentrates her practice in intellectual property and technology related transactions.

Ms. Robertson has significant experience advising large corporations with respect to domestic and foreign trademark clearance, prosecution and maintenance as well as copyright registration and licensing matters.

Ms. Robertson also handles domain name disputes, including filing complaints under the Uniform Domain Name Dispute Resolution Policy (UDRP). In addition, Ms. Robertson has experience negotiating and drafting an array of technology related agreements, including software development and licensing agreements, web-based service agreements and technology consulting agreements. She also prepares and provides advice regarding corporate trademark usage and domain name registration guidelines.

Ms. Robertson has acted as both domestic and foreign trademark counsel for entities and individuals in a wide variety of industries, including:

- a large manufacturer of ceiling fans, bathroom fans, air purifiers and related products;
- a well-known provider of shop-at-home and online jewelry store services;
- a provider of medical supplies and equipment;
- a historic Memphis record label and recording studio;
- a luxury department store;
- a well-known television network; and
- a large publisher of Christian music and books

Representative Matters

- Negotiated copyright licenses in the contexts of book publishing, music sampling, and software.
- Prepared master consulting agreements for a provider of telecommunications consulting services.
- Secured the transfer of numerous domain names to a well-known television network, a provider of travel information services, and a well-known restaurant chain under the Uniform Domain Name Dispute Resolution Policy (UDRP).

Professional Honors & Activities

- Listed in *The Best Lawyers in America*® for Trademark Law (2021 – 2026)
- Named the Best Lawyers® 2023 Trademark Law "Lawyer of the Year" in Memphis
- Member – International Trademark Association
- Member – Tennessee Bar Association
- Member – American Bar Association
- Member – Georgia Bar Association
- Member and Notes Editor – *Georgia Law Review*

Education

- University of Georgia School of Law, J.D., 1999, cum laude
- University of Georgia, B.B.A., 1995, cum laude



Admissions

- Tennessee, 2007
- Georgia, 1999