

Catherine Parrish Lake

Partner

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Catherine Parrish Lake helps businesses build and license their intellectual property — from trademark clearance and copyright protection to complex licensing and IP-driven corporate transactions — so they can grow with confidence in the U.S. and globally.

Catherine brings a strategic, practical approach to every engagement, advising companies and individuals on the full lifecycle of intellectual property rights — from development and registration through enforcement and monetization. Whether a client is launching a new brand, navigating a major corporate rebranding, structuring a technology agreement, or entering into transaction Catherine focuses on delivering clear, actionable guidance that aligns with their business goals.

Catherine advises clients on acquiring, registering, maintaining, and enforcing trademarks, copyrights, and trade secrets in the U.S. and internationally. Her trademark practice spans brand clearance and prosecution, portfolio management, and enforcement strategy, including work for clients undergoing significant branding and rebranding efforts across multiple jurisdictions. She is recognized by Chambers USA for Intellectual Property in Utah.

Her licensing and technology transactions practice includes drafting and negotiating content and trademark licenses, software licenses, managed services agreements, and cloud platform agreements — including work involving artificial intelligence provisions. Catherine also advises on the intellectual property dimensions of corporate transactions, including diligence, portfolio acquisition, and post-closing integration.

Catherine leads a team that serves as the designated agent for a mid-sized ecommerce platform, managing all Digital Millennium Copyright Act (DMCA) takedown requests on an ongoing basis. She also counsels clients on branding strategy, ecommerce, and internet-related intellectual property issues.

Catherine is a regular contributor to Dorsey's IP blog, [TheTMCA.com](https://www.thetmca.com), which covers legal

Education

- Brooklyn Law School (J.D., 2003)
 - *summa cum laude*; Editor-in-Chief, *Brooklyn Law Review*, 2002-2003
- University of Utah (B.A., History and Political Science, 1994)

Bar Admissions

- Utah
- New York

developments in trademarks, copyrights, and advertising.

Catherine is an active member of the Intellectual Property Section of the Utah State Bar, where she has served as Secretary, Vice Chair, and Chair.

Select Experience

Trademark

- Led brand identity development, clearance strategy, and trademark prosecution for the launch of the new Utah Mammoth NHL team, and provides ongoing counselling for the team.
- Leads trademark counsel for a fast-growing, viral franchise brand overseeing trademark prosecution and enforcement efforts worldwide and providing counsel with regard to collaborations.
- Counseled a client through the clearance and registration of a major corporate rebranding in the United States and numerous other countries.
- Advised a client on the incorporation of a significant product brand acquisition, including analysis of market expansion opportunities, licensing relationships, and enforcement strategy.

Professional Affiliations

- Member, Intellectual Property Section, Utah State Bar, 2017–present; Secretary 2018 – 2019; Vice Chair 2019 – 2020; Chair, 2020 – 2021
- Advisory Board Member, Women Tech Council, 2020–present
- Steering Committee Member, Trademark Trial and Appeal Board *Pro Bono* Launch 2021
- Chair, Salt Lake County Arts & Culture Advisory Board, 2019 – 2020; vice chair, 2016 – 2018; member 2014 – 2016
- Ballet West Board of Directors, 2013 – 2015

Clerkships

- United States District Court for the Southern District of New York, Judge Alvin K. Hellerstein, 2003–2004

Accolades

- Best Lawyers in America®, Trademark Law, Salt Lake City, 2025 – 2026
- World Trademark Review 1000 – The World's Leading Trademark Professionals, Leading Practitioner, 2024 – 2026
- World Trademark Review's Global Leaders Guide: Private Practice, Global Leader, 2025
- Mountain States Super Lawyers®, 2025 – 2026
- Chambers USA, Intellectual Property, Utah, 2022 – 2026
- Utah Business, Legal Elite, 2018 – 2020
- Mountain States Super Lawyers®, "Rising Stars," 2013 – 2014

Insights

June 1, 2023

Utah 2023 Legal Elite

April 25, 2023

Parents Retaking Control? New Utah Social Media Laws