

PRESS RELEASE

Baker Donelson Adds IP Attorney Catherine F. Hoffman as Shareholder in Fort Lauderdale Office

February 27, 2024

Catherine F. Hoffman has joined the national law firm of Baker Donelson as shareholder in the Firm's Fort Lauderdale office and a member of the Intellectual Property Group.

Ms. Hoffman concentrates her practice on counseling clients in the protection of their intellectual properties and litigates primarily in the areas of intellectual property, advertising, and unfair competition, and related claims. Her clients regularly turn to her for strategic global brand guidance and counseling on intellectual property in many contexts, including mergers, joint ventures, clearance, litigation, cancellation, and opposition proceedings before the Trademark Trial and Appeal Board, as well as all other aspects of selection, protecting, and growing brands. She advises clients in a wide variety of industries, including investment management, financial services, technology, telecommunications, automotive, restaurants and entertainment venues, alcohol beverage, tobacco, non-tobacco, hospitality, consumer products, and the electric power industry.

"Catherine's wealth of experience in intellectual property strengthens our office's existing IP capabilities to serve clients in South Florida and beyond," said Eve A. Cann, managing shareholder of the Fort Lauderdale office. "We are excited to add her to our growing Fort Lauderdale team as we continue to focus on providing top-notch legal talent to meet our clients' needs."

Ms. Hoffman, who joins Baker Donelson from the firm of Dickinson Wright, previously served as the managing partner of a boutique intellectual property firm for 12 years. Prior to practicing law, she was a software engineer focused on software in the banking industry.

Ms. Hoffman is a member of the Broward County Bar Association and The Florida Bar, Intellectual Property Committee, Business Law Section. She is also an active member of the International Trademark Association and currently serves on its Leadership Development Committee. Ms. Hoffman obtained her J.D. from the University of Miami School of Law, and she has been selected to Florida Super Lawyers and is listed in *Chambers USA* for Intellectual Property.