

## NEWS RELEASE

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### Leading Brand & Advertising Professional Olivia Clavio Joins Faegre Drinker as Intellectual Property Counsel in Indianapolis

**Indianapolis — November 16, 2023** — [Faegre Drinker](#) announced today that [Olivia Clavio](#) has joined the firm as counsel in the intellectual property practice group in Indianapolis. She joins from a boutique IP firm where she co-founded a beauty and wellness practice and was the co-leader of the counseling group.

Strengthening the firm's global intellectual property team, Clavio provides experienced counsel to clients as they acquire, protect and enforce their intellectual property rights. Her extensive knowledge and media insight benefits clients navigating a variety of advertising, promotional and marketing matters in traditional and digital commerce.

Clavio's experience includes advertising claim development, substantiation, and defense of claims; drafting contest and sweepstakes rules; social media interactive campaigns; user-generated content review; co-promotional agreements and influencer agreements. Clavio represents companies before agencies including the Federal Trade Commission and National Advertising Division of the Better Business Bureaus.

"Olivia's unique background in branding and advertising, coupled with her experience practicing in several related areas of IP law, will be a great asset to clients and helping them set up, grow and protect their valuable brand assets," said [Jim Steffen](#), leader of the firm's intellectual property practice. "We are excited to welcome her to Faegre Drinker and look forward to seeing all the ways she will benefit our clients."

Clavio spent more than a decade in the IP practice of another major law firm, advising clients from Silicon Valley startups to Fortune 500 companies on trademark, advertising, media, sponsorship, licensing, trade name, entertainment, copyright, e-commerce and internet law. Prior to her legal career, she worked extensively in media and advertising.

Clavio earned her bachelor's degree from Indiana University and Juris Doctor cum laude from IU Robert H. McKinney School of Law.

Faegre Drinker's intellectual property group helps clients identify, protect and leverage the value of assets on a global scale. Guided by in-depth knowledge of the U.S. Patent and Trademark Office and its counterparts, the firm navigates the prosecution of patents, trademarks and copyrights across of a wide range of industries and scientific disciplines.

## **About Faegre Drinker**

Faegre Drinker is a firm designed for clients. With 1,200 experienced attorneys and consulting professionals licensed in nearly every state in the U.S., and with strategic offices in London and Shanghai, we have the strength and reach to solve our clients' most complex transactional, litigation and regulatory challenges, wherever they may arise. Faegre Drinker Consulting, the firm's advisory and advocacy division based in Washington, D.C., provides public policy, regulatory and technical services to key sectors of the economy. Additional services include Tritura Information Governance, the firm's data science subsidiary, and Innovative Health Strategies, a health care consultancy that helps hospitals operate efficiently and improve quality of service. Learn more at [FaegreDrinker.com](https://www.faugre.com).

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