



# Deb Peckham

She | Her | Hers

*Partner*

*Boston*

*P: 617.274.2930*

*dpeckham@barclaydamon.com*

## Education

- Boston College Law School, JD, *Magna Cum Laude*; Order of the Coif
- University of Michigan, AB, *Cum Laude*

## Practices & Industries

- Trademarks, Copyrights & Licensing
- Intellectual Property Litigation
- Data Security & Technology
- Patents & Prosecution

## Admitted to Practice

- Massachusetts

## Court Admissions

- US Court of Appeals for the Federal Circuit
- US Court of Appeals for the First Circuit
- US District Court for the District of Massachusetts

## Biography

Deb serves as co-chair of Barclay Damon's Trademarks, Copyrights & Licensing Practice Area. She provides intellectual property counseling and enforcement advice, with a focus on strategic acquisition, maintenance, and enforcement of domestic and international intellectual property assets, including trademarks, copyrights, domain names, trade secrets, and other forms of IP. Deb also has deep knowledge of general commercial and intellectual property licensing and related commercial agreements as well as privacy, data protection, and information law. She represents clients in a variety of industries, including high-tech, biotechnology, medical device, internet, consumer products, technology services, hospitality, and e-commerce companies, among others.

## Bar Associations

- American Bar Association, Intellectual Property Law Section
- Boston Bar Association
- Massachusetts Bar Association

## Selected Memberships & Affiliations

- American Intellectual Property Law Association
- Boston Patent Law Association
- International Trademark Association, Harmonization of Trademark Law and Practice Committee, International Classification Subcommittee

## Representative Experience

- Represents a graphic designer in the global enforcement of copyrighted designs against infringement by major brands and retailers.
- Represents a global medical device and diagnostics manufacturer in the acquisition and protection of brands worldwide.
- Assisted GEICO with its global domain name and cyber enforcement activities.
- Assisted with providing deal support on IP and data privacy issues pertaining to the \$30 million acquisition of AdvertiseCast, LLC, one of the largest independent and fastest-growing podcast advertising companies, by Liberated Syndication Inc.
- Assisted in the representation of Boston Technology Research Company, a regulatory technology company serving health care, life sciences, and SaMD, in a \$15 million Series A Preferred financing round.

## Prior Experience

- Burns & Levinson LLP, Partner
- K&L Gates LLP, Partner
- Testa, Hurwitz & Thibault, LLP, Partner

## Selected Community Activities

- Emmaus, Inc., Board President

## Selected Honors

- World Trademark Review 1000, The World's Leading Trademark Professionals, 2015–2024
- *The Best Lawyers in America*®: Copyright Law, Trademark Law, and Litigation – Intellectual Property, 2019–2025
- LeadBoston, Participant, 2023

## Selected Speaking Engagements

- Open Enrollment Women's Leadership Program – Babson College, "Modeling the Way," Panelist
- Babson's Black Women's Entrepreneurial Leadership Program, "Legal 101," Speaker
- Boston Bar Association, "BBA Webinar: Global Trademark Searching and Clearance: Strategies and Tips for a Post-Pandemic World," Speaker

## Selected Media

- *Intellectual Property Practice*, Contributing Author
- LXBN.com, “Data Brokers Know Far More About Consumers Than Consumers About Them, Says FTC”
- *Boston Spirit Magazine*, “Intellectual Property and the Entrepreneur: Are You Protected?”
- *BostInno*, “The Red-Soled Shoes Debate”
- *BostInno*, “Presidential Branding: Trademarking on the Campaign Trail”

## Selected Alerts & Blog Posts

- USPTO Updates Audit Program
- New USPTO Trademark Fee Structure Creates Opportunities—and Headaches—for Filers