



Kayla M. McCormick

Associate

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Kayla focuses her practice on intellectual property law, effectively counseling global and national clients on the acquisition, protection, and enforcement of trademark rights. From resolving online infringement issues and domain name disputes to working hand-in-hand with businesses to develop their brand identity, Kayla works each day to deliver a wide array of intellectual property protection and enforcement services to clients ranging from Fortune 100 companies to early-stage start-ups.

Kayla also prepares complex sweepstakes and contest rules for some of the world's leading television networks and provides business-friendly analysis and advice in the related areas of marketing and advertising law, unfair competition, e-commerce, and technology. Her experience in the media and entertainment space, including time spent with CONAN® and Viacom®, allows her to provide a holistic, insightful approach to achieve the goals of each client.

Kayla's transactional experience includes drafting and negotiating intellectual property, technology, and privacy-related agreements, including trademark and software licenses, influencer and co-marketing agreements, intellectual property acquisition agreements, SaaS agreements, independent contractor agreements, global privacy policies, and website terms of use, all while ensuring compliance with domestic and international regulations, including data protection laws such as the GDPR, CCPA, HIPAA, and COPPA. She advises clients during security incidents and data breaches, coordinating communications with affected individuals and state and federal regulators.

She graduated first in her class from Capital University Law School. While in law school, she interned with Los Angeles-based sports marketing and talent management company Wasserman®, and served as executive articles editor of The Capital University Law Review Journal. Kayla also clerked for the Ohio Casino Control Commission, where she assisted with the licensing and regulation of casino gaming and fantasy contests.

Services

- Intellectual Property
- Privacy, Data Protection & Internet Technologies
- Trademark Procurement/Management & Copyright

- Gaming & Sports Industry
- Venture Capital

Education

- Capital University School of Law (J.D./M.I.P., *summa cum laude*, 2021)
 - Valedictorian
 - CALI Awards for Excellence: Trademark & Unfair Competition, Securities Regulation, Corporate Finance, Contracts, Negotiation, Internal Investigation, Interviewing & Counseling, Civil Procedure: Jurisdiction, and Legal Research Writing
- Ithaca College (B.S., *magna cum laude*)
 - Television Production, Broadcast Journalism, Marketing

Bar Admissions

- Ohio