



Megan C. Hymore

Partner

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For over sixteen years, Megan has used a creative and progressive approach to develop intellectual property strategies for her clients. Her passion is helping early-stage companies protect and grow their businesses. She counsels founders at all stages, from invention and entity formation to exit or IPO. She helps startup, venture-backed, and growth-stage companies develop comprehensive IP, branding, advertising, and regulatory compliance strategies that support their vision and business needs.

Megan uses her trademark and branding knowledge to assist a wide range of clients: from those just starting out (e.g., choosing a company name and brand identity) to those who are more established (e.g., licensing and asserting their global patent or trademark portfolio). As a registered patent attorney, she loves helping clients discover and pursue patentable subject matter. Megan enjoys working with clients to check their IP due-diligence boxes, perfect their competitive matrix slide, and create a right-sized, executable IP roadmap and budget. She provides definitive and actionable IP advice relating to clearance, use, ownership, agreements, protection, and enforcement strategies related to trademarks, trade dress, patents, copyrights, and trade secrets. Finally, when it comes to advertising, Megan helps clients tout their points of differentiation, substantiate their advertising claims (for example, competitive and ESG-related claims), comply with ratings & reviews rules, and collaborate with influencers, among other things.

Prior to joining Dinsmore, Megan was in-house counsel for The Procter & Gamble Co. for the first twelve years of her career, where she expanded her experience in advertising, patents, branding, and trademarks. As a law-firm partner for the past five years, she's leveraged this brand-building, corporate experience to benefit her startup clients.

Services

- Intellectual Property
- Intellectual Property Acquisitions
- Venture Capital
- Trademark Procurement/Management & Copyright
- Patent Procurement & Management

- Corporate & Transactional
- Private Equity
- Environmental, Social & Governance (ESG)

Education

- Chicago-Kent College of Law (J.D.)
 - Intellectual Property Law Certificate
- Miami University (B.A.S.)
 - Engineering Management / Manufacturing Engineering

Bar Admissions

- Ohio
- U.S. Patent & Trademark Office

Affiliations/Memberships

- Cincinnati Bar Association
- Cincinnati Intellectual Property Law Association, CincyIP
- Ohio State Bar Association
- American Intellectual Property Law Association
- Intellectual Property Owners Association
- International Trademark Association
- NextUp (formerly Network of Executive Women)
- Alloy Development Co. & Queen City Angel's Morning Mentoring™, Mentor
- Miami University College of Engineering and Computing, External Advisory Council

Distinctions

- Cincinnati Academy of Leadership for Lawyers (Class XXIV, 2020)
- Ohio Women's Bar Foundation (Leadership Institute, Class of 2018-2019)
- Morning Mentoring™ Outstanding Contribution (2022)

Experience

Media and Entertainment

Negotiates celebrity talent and influencer agreements, branded entertainment and media deals, and sponsorship agreements.

False Advertising

Handles consumer complaints alleging false advertising, such as threatened class actions and California CLRA claims.

Advertising Disputes

Resolves advertising disagreements between competitors and successfully manages advertising disputes before the National Advertising Division of the Better Business Bureau.

Regulatory Compliance Guidance

Provides regulatory (FTC, FDA, EPA) compliance guidance, such as advice regarding packaging, labeling, advertising claim scope and substantiation, ratings and reviews, influencers, testimonials, and endorsements.

Commercial Contracts and Mergers & Acquisitions

Helps navigate partnerships and development with external parties by supporting commercial contracts as well as mergers and acquisitions.

Intellectual Property Portfolios

Manages large IP portfolios, including extensive patent portfolios, for domestic and international corporate clients.

Patents, Trademarks, and Copyrights

Counsels clients as to securement, ownership, licensing, avoidance of infringement, dispute resolution, and enforcement of patents, trademarks, and copyrights.

Intellectual Property Strategy

Identifies and advises clients with respect to the risks and rewards of IP ownership, prosecution, and protection strategies.