



## **CARA R. BAER**

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*Cara works with some of the world's largest corporations, facilitating business and commercial transactions and joint ventures and strategic collaborations.*

### **PRACTICE AREAS AND INDUSTRY TEAMS**

- Mergers and Acquisitions
- Health Law
- Intellectual Property & Technology
- Pharmaceutical, Medical Device and Healthcare Industry Team

### **EXPERIENCE**

- Negotiation and drafting of multi-billion dollar worldwide collaboration between two major pharmaceutical companies for co-development and co-promotion of multiple pharmaceutical products.
- Negotiation and drafting of agreements among pharmaceutical and medical device companies for development, manufacturing and supply of products.
- Registration of trademarks and prosecution of utility patents and design patents in United States as well as in over 40 foreign countries through extensive network of foreign associates.
- Representation to help clients, including multi-national companies, work through patent, trademark and copyright infringement matters including in litigation.
- Representation of clients before Trademark Trial and Appeal Board in opposition and cancellation proceedings in United States.
- Representation of both acquirers and sellers in local, national and international corporate acquisitions where assets to be acquired or valuation of companies to be acquired involve selling company's intellectual property.
- Assisting clients in licensing or acquisition of intellectual property rights.
- Drafting and implementing a new suite of sales templates and standard terms and conditions for a large ophthalmic medical device company including training the sales operations team on the new templates, acceptable fallback provisions, and who has authority to approve deviations from non-legal terms.

## BAR ADMISSIONS

- Tennessee, 2004
- U.S. District Court
  - Tennessee, Western District
- U.S. Patent Bar, 2003

## DISTINCTIONS

- *Super Lawyers®*
  - Mid-South Rising Star, Mergers & Acquisitions, 2017

## ASSOCIATIONS

- American Bar Association
- Association of Women Attorneys
- American Intellectual Property Law Association
- Tennessee Bar Association
- Tennessee Intellectual Property Law Association
  - Treasurer, 2010
  - Board of Directors, 2007-2009
- International Trademark Association (INTA)

## EDUCATION & HONORS

- University of Memphis, J.D., 2004
- University of Maryland, College Park, M.A., Mathematics, 2001
- Vanderbilt University, B.S., Mathematics, *magna cum laude*, 1999

## PAPERS, PRESENTATIONS AND PUBLICATIONS

- Presenter, "Copyright and Fair Use in an Educational Setting," St. Jude, May 25, 2018.
- Presenter, "Key Performance Indicator & Service Level Agreements: A Primer and Cautionary Tale," Merck, June 20, 2017.
- Presenter, "Trends in Licensing," Boehringer Ingelheim, March 29, 2017.
- Author, "Open Source and Crowdsourced Models in Pharmaceutical Development," *Pro Te: Solutio*, Vol. 10 No. 3 (2017).
- Author, "*Uncertainty in Biopharmaceutical Industry Presents Challenges for Manufacturers*," *Inside the Minds: Navigating Legal Issues in the Biotechnology Industry 25* (Aspatore Books ed., 2015).

- Moderator, "Trademarks and Sports Logos," From Music, Film and Television Arts to Sports: Hot Issues and Disputes in Entertainment, Mississippi Bar Intellectual Property Section, May 18, 2012.
- Co-Author, "Unfair Trade Practice Claims under State Law" *Intellectual Property Litigation*, Vol. 22, Number 2, Winter 2011.
- Co-Author, "Pursuing Phantom Counterfeiters: Serving Process via Email" *Law360/Pointe Innovation*, September 14, 2010.
- Presenter, "Corporate and Patent Considerations for the Technology Start-Up Company," Tennessee Intellectual Property Law Association Bi-Annual Meeting, July 2010.
- Author, "Shutting Down Phantom Counterfeiters," *IP Law360*, April 2009.
- Co-Author, "Protecting Trade Secrets in Patent Litigation," *Intellectual Property Litigation*, American Bar Association, Spring 2009.
- Author, "How to Enforce IP Rights in China," *Intellectual Property Litigation*, Volume 19, Number 4, American Bar Association, Summer 2008.
- Presenter, "Recent Developments in Trademark and Copyright Law," Tennessee Intellectual Property Law Association Semi-Annual Conference, May, 2008.
- Presenter, "Starting an Innovation-Driven Technology Company," Kentucky Science and Technology Corporation, April 2008.
- Co-Author, "Patents and the Obvious: Can Your Idea Pass the Test?" *Pointe Innovation Magazine*.
- Presenter, "Indian Patent Law . . . Business as Usual, Mostly," Tennessee Intellectual Property Law Association, November 2006.