

# Fisher Broyles

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**Practice Areas:** Intellectual Property

**Bar Admissions:** Massachusetts; District of Columbia

**Education:** Suffolk University, 1995; Providence College, 1992

**Experience:** Sheppard Mullin Richter & Hampton LLP; Mintz Levin Cohn Ferris Glovsky & Popeo, PC

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Christine is passionate about clearing trademarks, service marks and logos and helping startups, emerging and established companies develop their trademark portfolios. She takes great pleasure in helping small companies grow their trademark portfolios to the point where they are acquired for tens and hundreds of millions of dollars. She has substantial experience protecting marks, managing domestic and worldwide trademark portfolios, and counseling clients on brand strategy. Although Christine works with clients in all different fields, she regularly works with clients in the skincare and beauty, surfing, sporting goods, biotechnology, pharmaceuticals, medical devices, software, jewelry, fitness and education industries. Christine enjoys reviewing client websites for proper trademark usage, conducting due diligence on trademark portfolios for acquisitions and helping clients acquire domain names and marks.

Christine started her trademark career as an attorney at the U.S. Patent and Trademark Office (USPTO), Department of Commerce. While at the USPTO, Christine searched and analyzed thousands of trademark and service mark applications, recommended marks for publication and registration, drafted office actions and appeal briefs and reviewed the work product of and mentored new and less-seasoned examining attorneys. She specialized in applications pertaining to skincare products and cosmetics, sporting equipment, toys, publications and all types of services, including health and beauty, spa, educational, financial and business services.

On a personal level, Christine enjoys baking, playing tennis and going for long walks with her St. Bernard. She also is a firm believer in paying it forward.

## Representative Transactions

- Managed the trademark portfolio of First Aid Beauty who was acquired by Proctor & Gamble for \$250 million in 2018