

# Megan C. Hymore

Partner



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## Practices/Industries

- Trademark/Copyright Prosecution & Portfolio Management
- Startups & Emerging Growth Companies
- Advertising, Marketing & Promotions
- Patent Prosecution, Drafting & Consultation

## Education

Miami University  
(B.A.S., Engineering Management, Manufacturing Engineering, 2004)

Chicago-Kent College of Law  
(J.D., 2007)

## Overview

Megan is an intellectual property attorney who advises a wide range of businesses, from small startup companies to large international corporations. Clients in varied industries trust Megan to oversee their IP matters involving a diverse array of technologies. She provides definitive and actionable intellectual property clearance, use, protection, and enforcement strategies related to trademarks, patents, copyrights, and trade secrets. She also counsels clients with regard to intellectual property portfolio management, advertising, privacy, licensing, disputes, and more.

Megan has a particular passion for helping early-stage clients protect and grow their businesses. She uses a creative and progressive approach to the development of intellectual property, and helps startup, venture-backed, and growth-stage companies develop comprehensive IP strategies that support their vision and business needs.

Prior to joining Ulmer, Megan served for more than 12 years as in-house counsel for The Procter & Gamble Co. where her positions included Global Privacy, Cybersecurity & IT Law Senior Counsel; North America Fabric and Home Care Senior Brand Counsel; Feminine Care Senior Brand Counsel; and Cosmetics and Skin Care Innovation Counsel. In these positions, she had responsibility for developing and implementing strategies relating to patents, trademarks, advertising, trade secrets, copyrights, and data privacy and security.

## Experience

- Identifies and advises clients with respect to the risks and rewards of IP ownership, prosecution, and protection strategies.
- Counsels clients as to securement, ownership, licensing, avoidance of infringement, dispute resolution, and enforcement of patents, trademarks, and copyrights.
- Manages large IP portfolios, including extensive patent portfolios, for domestic and international corporate clients.
- Helps navigate partnerships and development with external parties by supporting commercial contracts as well as mergers and acquisitions.
- Provides regulatory (FTC, FDA, EPA) compliance guidance, such as advice regarding packaging, labeling, advertising claims, ratings and reviews, influencers, and endorsements.
- Provides guidance regarding marketing, advertising, charitable donations, promotions, contests, sweepstakes, claim substantiation, ratings and reviews, testimonials, and endorsements.
- Resolves advertising disagreements between competitors and successfully manages advertising disputes before the National Advertising Division of the Better Business Bureau (U.S.).
- Handles consumer complaints alleging false advertising, such as threatened class actions and California CLRA claims.

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## Experience (Cont)

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

## Involvement

### Professional Affiliations

- Cincinnati Bar Association
- NextUp (formerly Network of Executive Women)
- Cincinnati Academy of Leadership for Lawyers (*Class XXIV*)
- Ohio Women's Bar Foundation (*Leadership Institute, Class of 2018-2019*)

### Community Involvement

- Alloy Development Co. (formerly HCDC, Inc./Hamilton County Development Co, Inc.) (*Mentor*)
- Miami University College of Engineering and Computing (*External Advisory Council*)

## Admissions

- State of Ohio
- U.S. Patent and Trademark Office