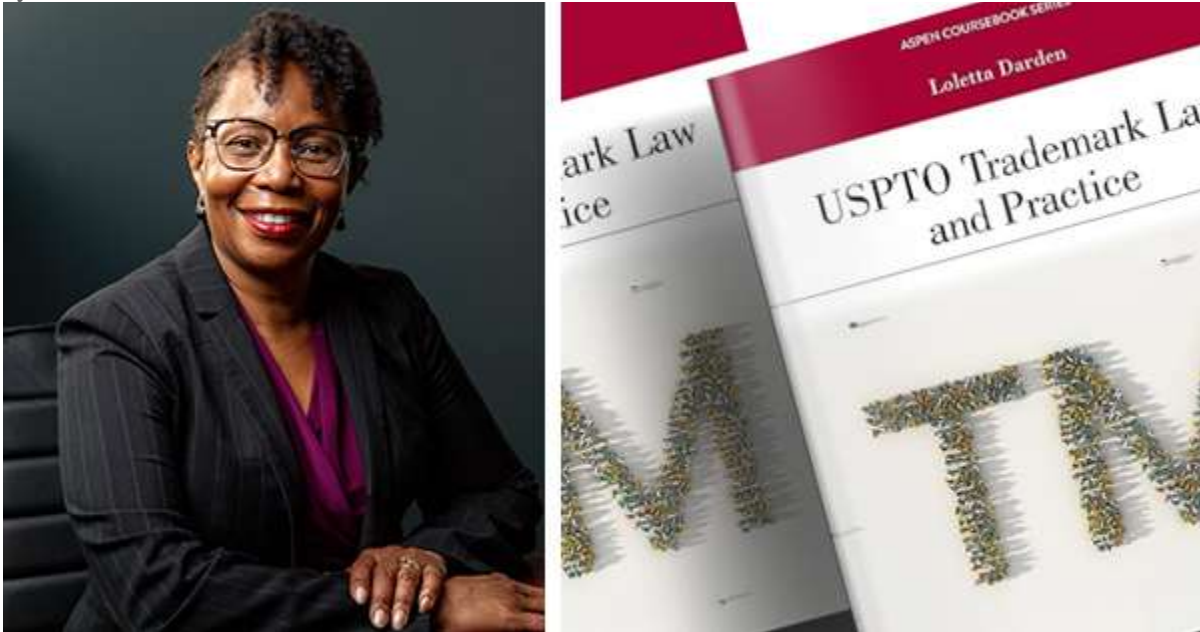


# Black Author, Attorney, and Advocate Releases New Trademark Law Textbook to Equip the Next Generation of Attorneys

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Intellectual property (IP) attorney and educator Loletta Darden has released [\*USPTO Trademark Law and Practice\*](#), a first-of-its-kind coursebook designed to equip aspiring and early-career attorneys with the knowledge and practical skills needed to navigate trademark law and practice before the U.S. Patent and Trademark Office (USPTO).

As the founder of Darden Betts, a woman-owned IP law firm, Darden has spent her career helping businesses protect and leverage their intellectual property. Committed to reducing the innovator diversity gap, she has long championed efforts to equip underrepresented entrepreneurs, as well as small and medium-sized enterprises, with the legal tools to sustain and grow their businesses. Now, through her book, she extends that mission to legal professionals, ensuring that attorneys from all backgrounds are prepared to support innovators and brand owners.

"Representation in IP law matters," Darden emphasized. "This book is part of my commitment to opening doors for the next generation of attorneys."

As a Black woman in IP law, Darden hopes her work as an author, educator, and attorney will inspire the next generation of attorneys and innovators to recognize the value that intellectual

property protections play in growing and sustaining a business. Throughout her career, she has worked to create opportunities for those who have historically lacked access to IP resources and education, and she sees this book as another step toward ensuring more inclusive participation in the field.

A newly practicing IP attorney and former student of Darden's at The George Washington University Law School, Bree Vculek emphasizes Darden's expertise in this area:

"Loletta Darden is a highly skilled IP professional who has dedicated her career to both practicing and teaching intellectual property law at a strategic level. Her deep understanding of trademark prosecution, combined with her passion for mentoring the next generation of attorneys, makes her the ideal subject matter expert to write this book. This text will undoubtedly become a go-to resource for law students and new practitioners seeking a clear, practical guide to USPTO trademark practice."

Unlike traditional textbooks that focus solely on case law, *USPTO Trademark Law and Practice* takes a hands-on approach, guiding readers through trademark law fundamentals while demonstrating how to apply key legal principles in real-world scenarios. The book includes case illustrations, legal practice notes, application exercises, and a dedicated chapter on conducting USPTO database searches, making it an invaluable resource for law students, new attorneys, and legal educators.

"I wrote this book to fill a critical gap in legal education—providing new and aspiring attorneys with a real-world guide to practicing before the USPTO," says Darden. "My hope is that it better prepares attorneys to serve their clients, strengthens trademark examination and brand protection, and ensures that more attorneys from underrepresented backgrounds have the tools they need to succeed."

*USPTO Trademark Law and Practice* is available now on [Amazon](#).

### **About the Author**

Loletta Darden is a registered patent attorney, managing partner at Darden Betts, Visiting Associate Clinical Professor and Director of the IP and Technology Law Clinic at The George Washington University Law School, and former Chair of the United States Patent and Trademark Office Patent Public Advisory Committee. With over 20 years of experience in patent and trademark prosecution, licensing, litigation, and brand protection, she is a dedicated mentor and advocate for increasing access to IP education and legal resources, particularly for underrepresented communities. Be sure to connect with her on LinkedIn

### **About Her Company**

Darden Betts is a boutique intellectual property law firm specializing in trademark and patent prosecution, licensing, and strategic IP counseling. The firm is committed to helping businesses maximize the value of their IP assets and supports minority entrepreneurs by providing education and guidance on intellectual property protection. This is what one client had to say about Darden Betts: "This law firm is excellent! They are very attentive and detail-oriented. The meetings are very clearly structured, and they follow through exactly on what they say they're going to do in a very timely fashion. Not to mention, they are connected to other services in such a way that if you need them, they have contacts to recommend." Learn more at [DardenBetts.com](#)

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Since the publishing of this press release, Loletta launched Mama IP, the straight-talking, creator-first avatar dedicated to empowering innovators to protect what they create. Loletta may also be reached at [www.mama-ip.com](http://www.mama-ip.com), [lolettadarden@mama-ip.com](mailto:lolettadarden@mama-ip.com)