



LuAnne Morrow

Principal

luanne.morrow@offitkurman.com

Los Angeles, CA – 213.341.1326

LuAnne Morrow is a highly experienced intellectual property and commercial transactions attorney who helps companies protect, commercialize, and strengthen their brands across industries driven by innovation, creativity, and consumer engagement. She brings a practical, business-focused perspective to every matter, offering clients clear, actionable guidance designed to manage risk, enhance value, and support long-term growth. Known for her responsiveness and straightforward communication style, LuAnne partners closely with clients' leadership teams and in-house counsel to navigate complex legal and regulatory landscapes with confidence.

LuAnne's practice includes trademark and copyright prosecution, licensing and portfolio strategy, advertising and marketing compliance, digital media and content matters, and technology and SaaS agreements. She works extensively with consumer product companies, software and AI developers, life sciences and biotechnology organizations, independent film and television producers, media studios, performers, musicians, content creators, and global consumer brands. Her experience spans the full spectrum of brand-driven legal issues, from evaluating key risks in commercial initiatives to implementing effective mitigation strategies, both domestically and across borders.

Her work in entertainment and media is particularly expansive. LuAnne regularly serves as production counsel for film and television projects, advising producers and studios on financing structures, distribution arrangements, and cross-border production considerations. She also represents artists, performers, and music industry professionals, handling recording, licensing, and other commercial agreements essential to the success of creative enterprises. Her media experience further encompasses sponsorship agreements, clearance matters, and the legal frameworks surrounding digital and social media use.

LuAnne's technology-focused practice includes negotiating software development and licensing agreements, advising on data privacy and digital compliance, and drafting website and e-commerce policies. She has managed complex intellectual property issues for large-scale technology projects and has negotiated patent licenses and collaboration agreements for life sciences clients. Her work also includes brand licensing, trade secret protection, and guiding companies expanding into new jurisdictions, including cross-border regulatory matters.

Services

- Intellectual Property
- Sports, Entertainment and Media

In addition to her client-facing practice, LuAnne serves in several significant professional and leadership roles. She is a member and Secretary of the Licensing and Related Issues Committee of the Intellectual Property Owners Association, a Fellow of the Intellectual Property Institute of Canada, and an active participant in international organizations, including the International Trademark Association and the International Bar Association—where she serves as DEI Officer on the Product Liability Executive Committee. She remains committed to supporting industry development and contributes to thought leadership through regular speaking engagements and publications.

LuAnne also devotes time to pro bono service, currently providing legal counsel to Artists for Change, a nonprofit dedicated to combating human trafficking.

Education

- University of Calgary (J.D.)
- University of Calgary (B.A.)

State Bar Admissions

- California
- Alberta (Canada)

Professional Affiliations

- Intellectual Property Owner's Association, Member, Secretary for the Licensing and Related Issues Committee
- Intellectual Property Law Association, Member
- International Trademark Association, Member, Brand Restrictions Committee Member
- International Bar Association, Member and DEI Officer on the Executive Committee – Product Liability
- Intellectual Property Institute of Canada, Fellow

Recognitions

- The Best Lawyers in Canada, Advertising and Marketing Law and Intellectual Property Law, 2024
- World Trademark Review's WTR 1000 – The World's Leading Trademark Professionals (Prosecution and Strategy 2018, 2021, 2023)
- Lawyer of the Year in Calgary, Intellectual Property Law, 2023
- Managing Intellectual Property's IP Stars, Intellectual Property 2018 and 2025

Publications & News

March 9, 2026

Offit Kurman adds Intellectual Property Attorney LuAnne Morrow to Los Angeles Office