BANNER WITCOFF



Heather Smith-Carra

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As an advocate for brand protection, Heather works with clients around the world to manage, protect, and enforce their trademark, copyright, and trade dress rights.

Heather represents clients ranging from startups to international corporations to pro bono organizations on a variety of intellectual property issues, including worldwide trademark and copyright prosecution, counseling and enforcement matters, as well as cancellation and opposition proceedings before the Trademark Trial and Appeal Board (TTAB). She has significant experience navigating clients through the entire trademark process from trademark clearance searches to new application filings to responding to refusals and handling registration and renewals.

Heather advises clients on a wide range of goods and services, including software, consumer products, food and beverages (including beer and wine), apparel, building supplies and home improvement products, education services, restaurant and bar services, telecommunications, insurance, hospitality, entertainment, travel, medical and technology services.

Heather is an active member of the International Trademark Association (INTA), where she serves on the Trademark Office Practices Committee. She also previously served on INTA's Anti-Counterfeiting Committee. Heather is currently the Vice Chair of the Trademark Treaties and International Law (TTIL) Committee with the American Intellectual Property Law Association (AIPLA). Heather was also a 2023 Pathfinder and 2025 Fellow for the Leadership Counsel on Legal Diversity (LCLD).

Prior to launching her legal career, Heather worked as patent and trademark prosecution paralegal and trademark law clerk at Banner Witcoff. Heather gained valuable experience in these roles that gives her a unique perspective and allows her to offer clients a full-range of services.

Education

American University
2010, B.A.

George Washington University Law School
2017, J.D.

Admissions

Bar Admissions

2017, Maryland
2018, District of Columbia

Court Admissions

District of Columbia Court of Appeals
Superior Court of the District of Columbia
U.S. District Court for the Central District of Illinois

Practices

Copyright
Counseling, Opinions + Licensing
Trademarks

Industries

Defense Space

Affiliations/Memberships

Member, American Intellectual Property Law Association
Member, Association Intellectual Property Division
Member, International Trademark Association

Recent News + Events + Related Publications

EVENT - 09.21.26

Banner Witcoff Attends The 2026 AIPLA Annual Meeting

EVENT - 09.21.26

Heather Smith-Carra joins Trademark Panel at WTR Live: Brand Strategy Summit

EVENT - 09.08.26

When Trademarks Aren’t Enough: Closing the Gaps in Brand Protection

EVENT - 06.01.26

Heather Smith-Carra to Present on Ex Parte Appeals at the 2026 AIPLA Trademark Boot Camp

EVENT - 05.14.26

Brand Protection that Works – Practical Strategies for Faster, Effective Online Enforcement

EVENT - 04.21.26

Banner Witcoff Attends 2026 INTA Annual Meeting

EVENT - 03.17.26

Heather Smith-Carra Speaks on Artificial Intelligence and Trademarks at AIPLA IP Practice in Europe Committee Meeting

EVENT - 10.30.25

Heather Smith-Carra Presents on New Trademark Rules at AIPLA Annual Meeting

NEWS - 02.10.25

Banner Witcoff's Heather Smith-Carra and Leon Cao Selected for Leadership Council on Legal Diversity Programs

NEWS - 01.27.25

Banner Witcoff Elects New President, Board Members, and Shareholders

EVENT - 06.17.24

Heather Smith-Carra to Present on Ex Parte Appeals at the 2024 AIPLA Trademark Boot Camp