

**Heather Smith-Carra**

Attorney  
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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 Anti-Counterfeiting Committee, and the American Intellectual Property Law Association (AIPLA), where she serves on the Trademark Treaties and International Law Committee. 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

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American University  
2010, B.A.

George Washington University Law School  
2017, J.D.

### Admissions

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**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

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Copyright  
Counseling, Opinions + Licensing  
Trademarks

#### Industries

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Defense Space

#### Affiliations/Memberships

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

#### Recent News + Events + Related Publications

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##### **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