

As outside counsel, Christina Martini does much more than give companies advice about intellectual property law.

"She took time to get to know the business," says Daniel R. Harper, who was a corporate counsel at Spiegel Inc. several years ago, when Martini worked with the company as outside intellectual property counsel.

"Her suggestions were practical for the business. She wasn't just looking at legal issues in a vacuum," says Harper (who is now vice president and corporate counsel at Océ North America).

Martini, 39, a partner with DLA Piper, has also developed a close working relationship with the California biotechnology company Amgen Inc.

"She does more than simply provide legal advice," says Scott N. Bernstein, associate general counsel at Amgen. "Tina is also able to apply her legal knowledge to Amgen's business needs as well — a rare and invaluable quality in an outside counsel. We owe a lot to her expertise and business savvy."

Building that sort of trust is key in her field. Martini, who is vice chair of DLA Piper's Chicago Intellectual Property Practice Group and a member of the firm's Policy Committee, advises clients on domestic and international trademark and copyright law. She also helps businesses address legal issues involving the Internet, domain names, advertising and unfair competition.

Martini works extensively with clients as they develop, manage, license and protect brands and copyrighted works, both domestically and internationally. She is both a trusted advisor and aggressive enforcer of her client's intellectual property rights. Her clients are in a variety of business sectors, including food, beverages, housewares, apparel, energy, agriculture, advertising, real estate and financial services. She does much of her work in the life sciences sector, helping companies establish and protect brands and generic names for pharmaceutical products.

"She has a very practical wisdom, something you might expect to see in someone who has practiced law for over 30 years," Harper says. "Her dedication to clients is extraordinary — she is committed to solving problems and finding answers...For Tina, exceptional service is not the exception, but rather the norm."

After graduating with highest distinction from the University of Illinois at Chicago College of Engineering (Industrial Engineering), Martini attended Northwestern University School of Law. Since graduating from Northwestern in 1994, she has been with DLA Piper (and its legacy firms, Piper Rudnick and Rudnick & Wolfe). What should not be a surprise to anyone is that she gives her peers, the profession and the community the same 24/7 dedication she gives her clients.

Martini served as DLA Piper's hiring partner for the Chicago office for five years. She has been active in programs that promote women and minorities, including serving on the board for the Chicago Committee on Minorities in Large Law Firms and on the steering committees for DLA Piper's women and diversity initiatives.

"She is profoundly committed to pro bono and diversity issues, bringing all her skills and abilities to bear on the causes for which she works," says Venu Gupta, executive director of the Chicago Committee on Minorities in Large Law Firms. "[She] has the unique ability to build consensus and agreement among everyone involved...she has very sharp analytical skills, great intuition and ability to work in the gray areas."

This January, BTI Consulting Group named Martini one of 165 lawyers around the country who qualified as "Client Service All-Stars." The list was based on how corporate counsel ranked the outside lawyers with whom they have worked. Martini was one of only 11 intellectual property lawyers to win a spot on this "All-Star" team.

Martini is also considered a thought leader by her clients and peers. Since this April, *Chicago Lawyer* magazine has been running the monthly column, "Inside Out," which features interviews with Martini and her husband, David Susler. Martini discusses her myriad experiences as an attorney in private practice, while Susler talks about his work as in-house counsel.

"I've always known that Tina was a future leader," says Pedro DeJesus, Jr., senior vice president, general counsel and corporate secretary of Tampico Beverages, Inc. "Tina's amalgamation of talents and professional skills is the perfect complement to a wonderfully friendly, witty, fun-loving and trustworthy human being." DeJesus continues, "She is admired and respected by peers, subordinates and superiors alike. I have also found that she has incredible creative energies and a refreshing idealism tempered only by what needs to be done....I expect great things from Tina in the way of professional and community leadership in the years to come."



CHRISTINA L. MARTINI

AGE
39

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