Veteran IP attorney Kimberly Herman brings deep entertainment, tech, and gaming experience to Nixon Peabody

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Boston, MA. Attorney **Kimberly B. Herman** has joined Nixon Peabody LLP as a partner in the firm's **Intellectual Property** practice group. She brings deep experience leading IP, corporate, and technology transactions across the media, entertainment, gaming, software, and life sciences sectors, among other industries.

Through both private practice and in-house leadership roles, Kim's breadth and depth of capabilities also encompass managing global trademark portfolios and handling trademark protection, enforcement, defense, and commercialization, as well as guiding clients as they develop and monetize their brands in new markets. On the commercialization side, she manages copyright and content clearance during pre-publication and pre-broadcast review for film, TV, podcast, and publishing clients, including on social media platforms.

Kim negotiates software, gaming, lottery, and online sports betting transactions; technology, licensing, and entertainment agreements; and clinical trial and other research agreements in the life sciences industry. In addition, Kim advises clients on issues involving generative AI applications; recommendation engines; and ownership, copyright, and trade secret considerations related to building and licensing AI products.

Kim previously served as general counsel to a Series D-funded hydration technology company, where she stood up the company's legal department and served on its senior leadership team. She was also senior vice president and deputy general counsel to an international gaming company, managing the legal function for its North American online sports betting business.

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"Kim's interdisciplinary approach illustrates the importance of connecting IP portfolio management, transaction, and dispute resolution services to solve clients' most pressing problems," said Nixon Peabody partner **Seth Levy**, leader of the firm's Intellectual Property practice group. "As we expand our copyright, trademark, and brand management capabilities, we will benefit from Kim's experience in translating a range of legal services into a clear, holistic solution for clients."

"Kim's IP experience across the entertainment, media, and gaming sectors further boosts our already strong capabilities in these evolving industries," said **Nic Mayne**, co-leader of Nixon Peabody's **Entertainment & Sports** and **Esports & Gaming** teams. "Her arrival adds to the growth of our coast-to-coast entertainment team, and we're thrilled to welcome Kim to the firm."

Kim has been recognized in the *World Trademark Review 1000* each year since 2015 and was selected in 2025 as one of *Boston* magazine's "Top Lawyers in Intellectual Property Rights." She is an Executive Committee board member for Riverside Community Care, Inc. Kim earned her JD from Western New England College School of Law and her BA, *cum laude*, from Northeastern University.

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