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PRESS RELEASE
— For Immediate Release —

Tatiana J. Whytelord
President / Founder

Awarded 2014 NAPW Professional Woman of the Year

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Garden City, NY -- NAPW honors Tatiana J. Whytelord, J.D. (LLB), M.A., Esq., as a 2014 Professional Woman of the Year. She is recognized with this prestigious distinction for leadership in law. As the largest, most-recognized networking organization of women in the country, spanning virtually every industry and profession, the National Association of Professional Women is a powerfully vibrant networking community with over 600,000 members and nearly 300 Local Chapters.

“I knew I wanted to be a lawyer since I was 15 years old,” says Ms. Whytelord, who admits she was inspired by the television character Perry Mason. “I was fascinated with the way he could set a situation straight. He always found the right angle.”

As intrigued as she was by Mr. Mason and his courtroom scenes, she knew being a litigator was not for her since it would impede her passion for travel. So, she combined her “keen interest in business and commerce” with her love of law and pursued the area of intellectual property, branding and advertising law, which has allowed her to travel the world. “As a child, student and lawyer, I’ve lived and practiced in many countries,” she says. Throughout her more than 20-year career, Ms. Whytelord has worked at top tier law firms in Canada, US, France, Monaco, Italy, Mexico, UK and Australia, helping businesses strategically develop, market and grow their brands.

In 2006, Ms. Whytelord founded Intelligent Brand Extension, LLC (IEB) in London. Now headquartered in New York City, the global company specializes in brand development. “We offer unique marketing and legal experience and strategic marketing advice,” she says. “It’s a big niche, especially with entrepreneurs and new companies. There’s a lot of passion and innovation needed to grow businesses and their brands. We can help develop their voice.” Seeing a well-known brand and knowing she’s had a hand in creating it is the ultimate reward, says Ms. Whytelord.

NAPW’s mission is to provide an exclusive networking forum to successful professional where they can aspire, connect and achieve. Through innovative resources, unique tools and progressive benefits, members interact, exchange ideas, advance their knowledge and empower each other.

Links:

Website: <http://www.ibrandx.com/>
NAPW: <http://www.napw.com/profile/11518477/Tatiana-Whytelord/>
Facebook: <http://www.facebook.com/INTELLIGENT.BRAND.EXTENSION>
LinkedIn: <http://www.linkedin.com/pub/tatiana-j-whytelord/6/b17/533/>



Tatiana J. Whytelord
J.D. (LLB) M.A., Esq.
President and Founder

Company:
Intelligent Brand Extension, LLC

Awards & Accomplishments:
American Intellectual Property Association, Canadian Bar Association, Law Society of England & Wales, Quebec Bar Association, International Trademark Association, International Economic Law Society, Cosmetic Executive Women, Worldwide Who's Who, British Brand Council, Anti-Counterfeiting Coalition

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