

Passion and agility: how Dolby Laboratories manages its global trademark portfolio

Precis: WTR's Technology and Consumer Electronics Team of the Year explains how to balance a global portfolio amid major acquisitions and star-studded marketing campaigns.

For Dolby Laboratories, IP protection is vital to safeguarding its transformative audiovisual technology, which is licensed to technology manufacturers around the world.

Last year, its IP strategy and operations team collaborated with the company's internal marketing department and outside counsel Eligon IP to deliver a global, multi-faceted "Love More in Dolby" campaign, featuring an array of famous musical artists.

This collaboration and wide-scoping management earned Dolby Laboratories the 2025 WTR Technology and Consumer Electronics Team of the Year Award. Kristel Youngs, the company's principal IP paralegal, was also shortlisted for the 2025 WTR In-House Leader of the Year Award.

"Intellectual property is essential for Dolby because licensing technology, our brand and our patents is part of our business model," explains Dolby Laboratories' director of IP strategy and operations, Diane Gabl Kratz.

"Our IP portfolio comprises over 25,000 patents and 1,500 trademarks. The legal department overall is quite large for a company of our size," Gabl Kratz notes. "As director, IP strategy and operations, I am the attorney heading Dolby's global trademark portfolio strategy... Together, Kristel and I manage trademarks worldwide."

Gabl Kratz adds that Dolby has a separate and much larger team of IP protection and enforcement specialists around the world who handle anti-counterfeiting, customs seizures and other non-litigation enforcement matters.

Dolby's "Love More in Dolby" campaign kept the trademark team busy throughout 2024.

Requiring over three months of planning, 15 different language translations and clearance in over 25 countries, Dolby's global, multi-phased campaign featured a cast of well-known musical talent to catch consumers' eyes.

https://www.linkedin.com/posts/dolby-laboratories_lovemoreindolby-dolby-dolbyatmos-activity-7255747645661442048-gqis?utm_source=share&utm_medium=member_desktop&rcm=ACoAADrRJwIBXzXmgjHyGMzQcGRfg2cxgAMs49g (to embed)

Jennifer Lopez, Ed Sheeran and K-pop star BTS Jin were all featured in the campaign.

Major acquisitions also required the trademark team's attention and support.

“In 2024, Dolby acquired GE Licensing, which was one of the largest acquisitions in our company’s history,” Gabl Kratz states. “Although the acquisition was driven by patent assets, some trademarks were involved.”

“Dolby also acquired THEO Technologies, a provider of video players and solutions for low-latency, live delivery of sports and entertainment,” she continues. “This technology was integrated with Dolby’s existing offerings and relaunched in April as Dolby OptiView, which has led to new domestic and international trademark filings.”

When it comes to Dolby’s trademark prosecution work, Gabl Kratz is clear about her team’s priorities. “Our team prioritises high-impact work, aligning closely with business goals and ensuring that our trademark strategy supports Dolby’s innovation and brand integrity,” she tells us. “We leverage house marks– Dolby and the DD logo– to build a strong, easily-recognisable brand while managing filing costs. This has created a valuable brand that stands for quality and is respected worldwide,” she says.

“We also spearhead cross-functional meetings with our internal IP protection and litigation counterparts to minimise ‘siloes’ and increase alignment across the expansive legal department,” she adds. “This ensures that we understand which regions post the most serious infringement and counterfeit risks, so that we can adjust our filing strategy accordingly.”

Managing a large, global portfolio and a wide range of responsibilities requires a real passion for the work, which Gabl Kratz credits for her team’s success. “Kristel and I share a passion for trademarks and a long history of professional collaboration,” she tells us.

“More broadly, passion is a touchstone of the Dolby employee experience – such commitment and zeal transcends departments,” she underlines. “Our team also prioritises agility, clear ownership and accountability. We are blessed to be working under incredibly supportive executive leadership.”

Gabl Kratz further credits her team’s success to the support of outside counsel Eligon IP, especially founding partner Amy Hsiao and senior IP paralegal Tyler King. “Having skilled outside counsel advisors is instrumental to the success of any in-house legal department,” she stresses.

Dolby Laboratories continues to shape new, immersive audiovisual technology, having just released [Dolby Vision 2](#) this month, promising to build on its existing leadership in television sound and video quality. Looking ahead, Dolby’s IP team will continue to protect the assets that help shape its leading technology.



Image caption: Fidus law presents the award to Dolby laboratories

“Dolby has a rich history of IP thought leadership stretching back six decades,” Gabl Kratz reflects. “We are proud that WTR has specifically recognised our trademark achievements at the international level as part of the 2025 Industry Awards.”

Diane Gabl Kratz is not authorised to speak on behalf of Dolby and is responding in her personal capacity only.

Shortlisted for Technology and Consumer Electronics Team 2025:

- *Apple*
- ***Dolby Laboratories***
- *LG*
- *Microsoft*
- *Western Digital*