



HEIDI H. TANDY

PARTNER

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Heidi H. Tandy is a Partner in the Miami office of Shutts & Bowen LLP, where she is a member of the Intellectual Property Practice Group. Heidi is Board Certified in Intellectual Property Law by The Florida Bar.

With nearly 30 years of experience, Heidi focuses her practice on intellectual property law, with an emphasis on corporate, licensing and litigation matters. She navigates complex issues involving the internet, social media, privacy and technology law. Heidi represents a diverse clientele, ranging from innovative online content creators and tech developers to established corporations and individual business owners. Her experience includes safeguarding websites, apps, copyrights and trademarks for clients in fields spanning health care, retail stores, hotels, restaurants, jewelry designers, educators, podcasters, developers, nonprofits, novelists, theatrical producers and artists.

Heidi has extensive experience managing domestic and international trademark portfolios, having overseen hundreds of applications before the U.S. Patent and Trademark Office, in addition to the representation of clients in disputes before the Trademark Trial and Appeal Board, the World Intellectual Property Organization, and in federal and state courts. She has achieved favorable outcomes in infringement matters through strategic settlements, successfully opposed dispositive motions, and secured registration for marks initially deemed highly descriptive. In addition, she advises corporations and nonprofits on regulatory and digital compliance, including developing GDPR-aligned policies, defending ADA-related website claims, and creating practical guidance for social media management, community standards, and fair use in content creation.

Practice Areas

Intellectual Property

Litigation

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Industry Focus

Hospitality

Accolades

- Florida Bar Board Certified in Intellectual Property Law
- *Chambers & Partners USA: America's Leading Business Lawyers*, Intellectual Property (2023-2026)
- Miami Beach Chamber of Commerce, Winner of Badass Woman of the Year Awards (Legal Division) (2025)
- Member of Legal Committee for Archive of Our Own, Winner of the Best Related Work Hugo Award (2019)

Education

- Washington College of Law at American University, J.D., 1995
- University of Pennsylvania, B.A., History and Communications majors, 1992

Bar Admissions

Florida

New York

Court Admissions

- U.S. Court of Appeals, Second Circuit
- U.S. District Court for the Southern District of Florida
- U.S. District Court for the Eastern District of New York
- U.S. District Court for the Southern District of New York
- U.S. Supreme Court

Professional and Civic

- The Florida Bar
 - Business Law Section
 - Cyber and Technology Law Committee and Intellectual Property Programs Committee
- American Bar Association

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- Intellectual Property Section's Monetization and Value of IP, Copyright and Social Media and Trademarks and the Internet Committees
- Science & Technology Law's Privacy/Computer Crime Committee and Food, Cosmetics & Nutraceuticals Committees
- Program on Information Justice and Intellectual Property Member (Intellectual Property), American University Washington College of Law
- Law360's Intellectual Property Editorial Board
- INTA's unReal Campaign Committee Member (2019-2023)
- INTA's Copyright Committee (2023-Present) (Subcommittee Chair for Exceptions and Limitations Committee, 2026-2027)
- Penn Press External Board of Advisors

Presentations

- Florida Bar LawCon "Art at the Intersection of Law & Technology" (April, 2026)
- FIU Social Media Law Panelist (March, 2026)
- Panelist, Art at the Intersection of Law and Technology CLE for the Miami-Dade Bar (December, 2025)
- Panelist, "Dungeons & Dragons: The Twenty Sided Tavern Goes Off-Broadway", 2024 Comic-Con International: San Diego (July 28, 2024)
- Speaker, "Navigating the Crossroads of Cybersecurity and IP Law: Analyzing Top Cyber Threats Against Internal Company IP and Response Strategies After a Breach," 4th Annual Forum for Women Leaders in IP Law (June 26, 2024)
- Panelist, "Striking the Right Balance: How can Businesses Ensure their Rights are Protected without Crushing the Fan Creativity in a Post-Bad Spaniels/Warhol World?", INTA 2024 (May 22, 2024)
- Disney Coast to Coast Podcast, "Discussing Disney and Public Domain with a Lawyer," (March 15, 2024)
- Panelist, "Are We Wizards?" San Diego Comic Con (2022)
- Moderator, "Fandom Panel," San Diego Comic Con (2018)
- Speaker, "Fanworks & Copyright," ABA IPLaw West (2018)
- Speaker, "Reputation Management, Social Media and Teenagers," Women of Tomorrow (2018)
- Table Topic Host and Academic Day Speaker, International Trademark Association (2018)
- Speaker, "Social Media Law Basics," ABA (2017)
- Panelist, "Fair Use," VidCon (2016)

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- Speaker, "Fair Use," International Trademark Association (2016)
- Speaker, "Fair Use and Online Content," South by Southwest (2016)

Publications

- "Protecting Trade Secrets in a Post-Noncompete Era: A Strategic Approach," *Daily Business Review* (May 1, 2024)
- "Home Learning," *Intellectual Property Magazine* (April 27, 2020)
- "Emergency Distance Learning and Fair Use," *IP Watchdog* (April 1, 2020)
- "Into the Fandom-Verse: Fanworks and Fair Use," *ABA's Landslide Magazine - vLex* (Sept. 1, 2019)
- "Make sure your business is compliant with new EU data protection regulations," *Inside Business* (May 10, 2018)