

# Sarah J. Gayer

319-286-7005  
SJJGAYER@NYEMASTER.COM  
CEDAR RAPIDS OFFICE

Helping clients balance risk and reward is a priority for Sarah Gayer. In her [intellectual property](#) and [commercial litigation](#) practice, Sarah works with clients to understand their goals, risk tolerance, and expectations, and she helps them find solutions that match their comfort level.

“I listen to clients and give advice targeted to their specific situation,” Sarah says. No matter the problem, Sarah works to ensure that her clients are comfortable with potential risks and resulting rewards of any chosen course of action.

Sarah’s trademark work includes clearance opinions, registration, maintenance, and rights enforcement including litigation. Sarah assists U.S. companies to protect their trademark rights around the world. She also regularly represents companies in proceedings before the Trademark Trial and Appeal Board.

In order to become a registered patent attorney, Sarah needed a science background. To achieve her goal, she pursued post-baccalaureate studies in biology and chemistry, including genetics, cell physiology, and botany.

As a native of Sioux City, Iowa, Sarah was raised with hard work as an important value. Her thoughtful approach to the practice of law embraces that value. Sarah applies her knowledge and experience to find the right fit for her clients’ business needs.

## RECOGNITION

### Martindale-Hubbell

AV Preeminent, peer rated for highest level of professional excellence

### The Best Lawyers in America®

2008–2025

### The Best Lawyers in America®

Lawyer of the Year, Appellate Practice, Cedar Rapids, Iowa, 2015 and 2022

### Great Plains Super Lawyers

Intellectual Property, 2018–2024

### Order of the Coif

### Phi Beta Kappa

## PROFESSIONAL & COMMUNITY AFFILIATIONS

### Iowa State Bar Association

- Iowa Supreme Court Attorney Disciplinary Board, 2003-2009
- Federal Practice Committee, 2003-2006
- Appellate Practice Committee, 2002-2004

Sarah J. Gayer

## PRACTICE AREAS

- Intellectual Property
- Intellectual Property Litigation
- Trade Secrets
- Trademarks & Legal Brand Management
- Litigation
- Appellate Practice
- Business & Commercial Litigation
- Health Care Litigation
- Intellectual Property Litigation

## EDUCATION

- Duke University (B.A., English, magna cum laude)
- University of Iowa (J.D., with highest distinction)
- Coe College (post-baccalaureate studies in genetics, cell physiology, developmental biology, cellular and molecular biology, botany, organismal and ecological biology, human anatomy, organic evolution, and chemical reactivity)

## BAR ADMISSIONS

- Iowa
- U.S. Patent and Trademark Office, Registered Patent Attorney
- Admitted to practice in all state and federal courts in Iowa
- Eighth Circuit Court of Appeals
- Federal Circuit Court of Appeals
- U.S. Supreme Court

- Young Lawyers Division Publicity Committee, 1998-2000

## **Linn County Bar Association**

### **Waypoint**

Board Member, 2009-2016

### **Iowa Supreme Court Commission on the Unauthorized Practice of Law**

2014-June 2022

## **SIGNIFICANT CASES**

**[Eden Electrical v. Amana Co., 370 F.3d 824 \(8th Cir. 2004\).](#)** Directly involved in representation of Israeli plaintiff in fraud litigation against Amana. After trial in the United States District Court for the Northern District of Iowa, the jury awarded \$2.1 million in compensatory damages and \$17.875 million in punitive damages, the latter of which was reduced to \$10 million by the trial court. Successfully defended compensatory and punitive damage awards in the Eighth Circuit Court of Appeals. Successfully resisted Amana's petition for writ of certiorari in the United States Supreme Court.

**[J. Lloyd v. Imperial Toy, Case No. 1:2006cv00043 \(N.D. Iowa\).](#)** Directly involved in representation of plaintiff in trademark, copyright, and patent infringement litigation. Litigation resolved favorably for client prior to trial.

**[Frontier Distribution, LLC v. CH Robinson Co., Case No. 1:2007cv00048 \(N.D. Iowa\).](#)** Directly involved in representation of plaintiff in trademark infringement litigation. Successfully obtained injunctive relief against CH Robinson Company, a Fortune 500® company.

**[Panda Investments, Inc. v. Jabez Enterprises, Ltd., Case No. 07-cv-114-LRR \(N.D. Iowa\).](#)** Directly involved in representation of plaintiff in litigation involving Lanham Act and fraudulent transfer claims. Obtained default judgment in favor of client. The court ordered the United States Patent and Trademark Office to rescind the fraudulently transferred trademarks and also granted injunctive relief.

**[RF Technologies Corporation et al. v. Applied Microwave Technologies, Inc. et al, Case No. CIV.05-32-P-C \(D. Me.\).](#)** Directly involved in representation of defendants in litigation involving claims of conversion, breach of contract, misappropriation of trade secrets, and unfair competition. Obtained dismissal of claims against individual defendants for lack of personal jurisdiction. Succeeded in defending plaintiff's request for temporary restraining order and preliminary injunctive. Litigation resolved favorably for client prior to trial.

**[McIlhenny Co. v. Tabasco's Mexican Restaurant and Patio, Inc., Case No. 1:2005cv00029 \(N.D. Iowa\).](#)** Directly involved in representation of plaintiff in trademark litigation. Litigation resolved favorably for client prior to trial.

**[Medical Associates Health Plan, Inc. v. CIGNA Corp., Case No. C04-1025-LRR \(N.D. Iowa\).](#)** Directly involved in representation of plaintiff in breach of contract action against CIGNA Corporation. Obtained summary judgment on liability issues. Litigation resolved favorably for client prior to trial on damages issues.