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# TOP INTELLECTUAL PROPERTY LAWYERS 2025

## ANTHONY J. MALUTTA

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Anthony Malutta has practiced intellectual property law for more than 25 years, specializing in trademark law with a focus on technology companies. His Silicon Valley upbringing influenced his career path.

"Growing up in Silicon Valley, technology has always been a part of my life, so it was natural for me to consider IP law as a career," Malutta said. "And, since I'm not an engineer, trademark law was the path forward for me."

He currently serves as Kilpatrick Townsend's co-leader of its trademark, copyright and advertising group.

Malutta recently worked on the launch of Meta's Threads platform, a project that required strict confidentiality and global coordination. The social media app gained millions of users within hours of its release.

"One of the most challenging and rewarding matters I worked on these past few years was assisting Meta with its iconic launch of Threads," Malutta said.

His work involves managing trademark portfolios that can function worldwide from the moment they launch. This requires vetting nearly 200 jurisdictions simultaneously and addressing potential risks in each market.

"One of the most challenging obstacles in trademark portfolio management and counseling is building out a brand portfolio that can be operational globally on Day 1," Malutta said.

The process demands strong relationships with international law firms who can handle local market requirements. According to Malutta, this involves significant supervision and relationship-building to meet client expectations.

Malutta also points to changes at the U.S. Patent and Trademark Office that are affecting his practice. New fee structures include surcharges for lengthy goods and services descriptions, potentially increasing costs for clients with complex needs.

"The USPTO has dramatically changed how it approaches fees related to goods and services," he said. "There are now surcharges for characters in excess of 1,000 as well as surcharges for using non-standard identifications."

These changes could result in significant cost increases for clients unless strategies are adjusted, Malutta said.