



Insights: Perspectives

KT Client Success | Anti-Counterfeiting Success at Super Bowl LIII

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KT Client Success

Anti-Counterfeiting Success at Super Bowl LIII

The Kilpatrick Townsend trademark team represented the NFL, the Patriots, and the Rams in connection with their anti-counterfeiting efforts in advance of Super Bowl LIII in Atlanta. Work on the project began around Thanksgiving and culminated in an *ex parte* TRO and Seizure Order being issued by Chief Judge McBurney of the Fulton County Superior Court the week of the big game.

With help from the Georgia Secretary of State, we obtained dozens of expedited state trademark registrations for the Patriots and Rams in the two weeks before the Super Bowl. Those registrations then provided the legal basis for the court to

authorize a team of private investigators to work with law enforcement to seize counterfeits in a five-county region around Atlanta. The seizure order went into effect on January 31 and remained in effect until February 4. In that time, private investigators empowered by the seizure order seized more than 4,000 items of counterfeit merchandise.

This is the fourth time Kilpatrick has helped the NFL in connection with Super Bowl trademark enforcement. We handled similar proceedings in 1994 and 2000 in Atlanta and in 2016 in the Bay Area.

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