



Josiah L. Alter

Associate

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Services

Intellectual Property
Trademark, Copyright &
Advertising

Josiah Alter is an attorney at Kilpatrick who focuses on trademark and copyright enforcement and litigation, representing prominent technology, social networking, and consumer products companies. He frequently advocates for *Fortune* 100 Companies before the Trademark Trial and Appeal Board, as well as in state and federal courts, ensuring comprehensive protection of their intellectual property rights.

In addition to litigation, Josiah provides strategic guidance in the development of effective global intellectual property enforcement programs, and regularly advises organizations on the adoption of trademarks, leveraging insights from his disputes practice to maneuver potential challenges. With a background in marketing, Josiah offers valuable practical perspectives alongside his legal expertise, assisting clients in navigating the complexities of trademark adoption and enforcement throughout the product lifecycle.

Josiah also routinely counsels organizations on the protectability and enforceability of copyrights, and manages large scale copyright application programs. He is also active in guiding organizations on the liabilities encountered through the development generative AI software. Before entering the legal field, Josiah was a professional photographer, this experience enriches his understanding and appreciation for art, and allows for creative guidance when representing clients, corporations, and creatives alike.

Experience

WonderKiln, Inc. v. Snap Inc. Represented Snap against trademark infringement claims brought by WonderKiln, the owner of a trademark registration for CAMERAKIT for a computer program for developing camera functions within computer programs and camera-based mobile programs. WonderKiln filed a motion for preliminary injunction, seeking to enjoin Snap's use of Camera Kit for its turnkey SDK solution that enables developers to leverage Snap's world class AR platform and technology in their mobile applications. Defeated WonderKiln's preliminary injunction motion with an order finding that the CAMERAKIT mark was, at best, descriptive and lacked secondary meaning, and was therefore not protectable. Case was dismissed shortly afterwards.

Education

Gonzaga University School of Law J.D. (2021)

Saint Mary's College of California B.S., Business Administration (2018)

Admissions

California (2021)

Washington (2025)

Court Admissions

U.S. Court of Appeals for the Ninth Circuit

U.S. District Court for the Central District of California (2022)

U.S. District Court for the Eastern District of California (2022)

U.S. District Court for the Northern District of California (2022)

U.S. District Court for the Southern District of California (2022)

Professional & Community Activities

International Trademark Association (INTA), Member

Saul Lefkowitz Moot Court Competition Committee, Member (2023-Present)

Boy Scouts of America, Eagle Scout

Insights

[News Releases](#)

As We Enter 2023, We Look Back at the Outstanding Associates Who Joined Kilpatrick Townsend in 2022

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