

Tywanda Harris Lord

Partner

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Services

Advertising Counseling & Disputes
Intellectual Property
Online & Digital Enforcement
Trademark Litigation
Trademark, Copyright &
Advertising
Environmental, Social and
Governance (ESG) Solutions



Ty Lord specializes in trademark and advertising counseling and litigation. She represents brand owners across a broad spectrum of industries including sports and intimate apparel, consumer products, and hospitality. Early in her career, Ty devoted part of her practice to prosecuting and litigating patents and, for a brief period, served as an assistant district attorney. She also served as interim in-house counsel for a *Fortune* 500 consumer products company. Ty leverages her diverse background to advance her clients' business objectives. She regularly partners with clients to develop practical and creative solutions to legal issues. Her approach to litigation has led to excellent results for clients in federal courts across the United States and in cancellation and opposition proceedings in the U.S. Patent and Trademark Office. Ty also proactively advises clients on a variety of issues to minimize the risk of disputes while maximizing the visibility of clients' brand, including trademark clearance and portfolio management and managing social media advertising campaigns and the intellectual property and right of publicity issues that accompany them.

Ty was listed in the 2026 and the 11 immediately preceding editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*. She was recommended in 2016, 2017 and 2018 by *Legal 500 US* for Non-Contentious Trademark Law. Ty was listed in *The Best Lawyers in America®* in 2027 and the 12 years immediately preceding for Intellectual Property Litigation and Trademark Law. She was recognized in 2026 and the 11 years prior as a Georgia "Super Lawyer" and in 2013 as a Georgia "Rising Star" in the area of Intellectual Property Litigation by *Super Lawyers* magazine. Ty as recognized as an "IP Star" in 2026 and the four years immediately preceding by *Managing Intellectual Property* magazine. She was also named one of the "Top 250 Women in IP" in 2023 by *Managing Intellectual Property* magazine. Ty was named a "Trademark Leader" in 2024 and 2025 by *World IP Review*. She was chosen as one of its "Women of Influence" in 2024 by the *Atlanta Business Chronicle*. In 2023, Ty was honored as one of Lawyer of Color's "Wonderful Women" in its inaugural list, which recognizes dynamic women attorneys working in law firms, companies, and government agencies across the U.S. who show promise in their careers and demonstrate a strong commitment to advancing diversity in the legal profession. She was recognized as a "Leader in Corporate Citizenship" in 2021 by the *Atlanta*

Business Chronicle for finding the perfect intersection of social good and corporate success by integrating relevant societal concerns into her core operating strategies and embracing them as positive for businesses, customers, employees, and the metro Atlanta community. In 2020, Ty was recognized by *Daily Report's* Georgia Legal Awards as a "Best Mentor" for the way she has nurtured less-experienced colleagues to become better lawyers and in 2013, she was named one of Georgia's Attorneys "On the Rise" by the *Daily Report*. She was named as one of *Georgia Trend's* 2018 "Legal Elite" for Intellectual Property Law.

Experience

The firm represented a multinational *Fortune* 100 mail, package, and freight delivery corporation in a trademark infringement matter. The plaintiff claims that our client infringed its trademark when it launched an application under a similar designation. The application allows online sellers to import order data and print shipping labels to ship orders.

Serves as outside intellectual property counsel for international apparel retailer and wholesaler for over 75 years in connection with U.S. and international trademark portfolio management, trademark, patent, copyright and advertising advice, licensing and a broad range of contentious and non-contentious intellectual property and advertising matters.

Represents a global consumer products company and the owner of some of the most recognized brands for T-shirts, underwear, hosiery and activewear and routinely advises the client on advertising related issues that include reviewing advertising copy, securing rights from models, photographers and musicians, drafting and negotiating agreements for celebrity spokespersons, product placement in motion pictures, and event sponsorships.

The firm served as lead counsel for Genesco Inc. in defense of patent infringement allegations relating to an orthotic device. Plaintiffs asserted a multi-count complaint involving patent, trade secret, conversion, and unjust enrichment theories concerning shoe insert technology. We successfully secured and defended on appeal a summary judgment of non-infringement. *Schoenhaus v. Genesco, Inc.*, 351 F. Supp.2d 320 (E.D. Pa. 2005), *aff'd* 440 F.3d 1354 (Fed. Cir. 2006).

Represented American Eagle Outfitters in asserting its trademarks and advertising motif relative to advertising and sale of AMERICAN EAGLE footwear by Payless. The firm obtained a preliminary injunction prohibiting objectionable practices and requiring a prominent disclaimer of any affiliation with American Eagle Outfitters. Ultimately, the case was favorably settled. *American Eagle Outfitters v. Payless Shoe Source, Inc.*, No. 071675 (E.D.N.Y. Nov. 10, 2008).

Education

Wake Forest University J.D. (1999)

Georgia Institute of Technology B.S. (1996) Industrial Engineering

Admissions

Georgia (2004)

North Carolina (1999)

Court Admissions

U.S. Patent and Trademark Office (2000)

Professional & Community Activities

American Bar Association, Intellectual Property Law Section, Annual Review Board, Member

Georgia First Amendment Foundation, Board of Directors, Member

Georgia Justice Project, Board of Directors, Member

Leadership Atlanta, Class of 2015, Member

Leadership Council on Legal Diversity (LCLD), 2018 Class of Fellows, Member

State Bar of Georgia, Investigative Panel Member

Wake Forest University School of Law, Law Board of Visitors (2025-2028)

Insights

[Events](#)

In-House Counsel Summit

September 24, 2026

[News Releases](#)

Kilpatrick Attorneys Once Again Earn Outstanding Recognitions in 2027 Edition of The Best Lawyers in America®

August 20, 2026

[Perspectives](#)

5 Key Takeaways | Mad Men, Meet the Law: Advertising Rules, Risks and Realities

May 19, 2026

[Alert](#)

Trump Administration Targets “Made in America” Claims, Signaling Increased Enforcement Risk

March 19, 2026

[News Releases](#)

With Record-Breaking Numbers, Kilpatrick Once Again Achieves Most U.S. Attorneys Ranked in 2026 World Trademark Review 1000

February 3, 2026