

Pauline Tseng

Associate

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Services

Clearance & Portfolio Management
Intellectual Property
Trademark, Copyright &
Advertising

Industries

Consumer Goods
Electronics & Computer
Technology
Food, Restaurant & Beverage
Media & Entertainment
Retail & Consumer Goods
Technology

Pauline Tseng's practice focuses on trademark clearance, prosecution, and enforcement. She works with some of the most famous brands in the world, helping them assess the risks in using and registering certain trademarks and helping them build and manage global trademark portfolios. She provides creative and practical advice to help clients protect their most valuable IP assets.

Pauline was selected as a 2024, 2025 and 2026 "Rising Star" by *Super Lawyers*®.

During law school, Pauline was an Alumni Scholar, an editor of the *Loyola of Los Angeles Entertainment Law Review*, and a research assistant to leading IP scholar Professor Jennifer E. Rothman. She was also a judicial extern for the Honorable Philip S. Gutierrez in the U.S. District Court for the Central District of California, where she handled trademark and copyright infringement cases.

Education

Loyola Law School J.D. (2018) *Alumni Scholar*

University of California, Berkeley B.A., Political Science (2012)

Admissions

California (2018)

Court Admissions

U.S. District Court for the Northern District of California

Insights

[News Releases](#)

Over 100 Kilpatrick Attorneys Named 2025 Super Lawyers and Rising Stars

November 25, 2025

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126 Kilpatrick Attorneys Named 2024 Super Lawyers and Rising Stars

November 11, 2024

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

January 17, 2023

[Publication](#)

Liability of Shipping Hubs for Counterfeit Products

January 1, 2022

[Publication](#)

Amazon's Anti-Counterfeit Efforts Fall Short

September 11, 2020