

Tiffani D. Otey

Partner

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Services

Advertising Counseling & Disputes

Brand Licensing & Related

Transactions

Clearance & Portfolio Management

Intellectual Property

Online & Digital Enforcement

Trademark Litigation

Trademark, Copyright &

Advertising

Industries

Automotive

Consumer Goods

Food, Restaurant & Beverage

Health & Life Sciences

Home Furnishings

Media & Entertainment

Tiffani Otey assists businesses with protecting their valuable brands by securing registry-based trademark protection across the globe. She focuses her practice on international brand strategy, portfolio management, and multijurisdictional registry dispute management. She serves clients across industries, including food and beverage, finance, gaming, and social media. Tiffani takes a wholistic approach to brand management and seeks to understand her client's business and goals when providing trademark-specific guidance.

Prior to joining the firm, Tiffani was an intellectual property associate in the Winston-Salem, North Carolina office of a transatlantic law firm where she practiced on the Trademark Team of its Intellectual Property, Data and Technology service group. As a visiting professor at Wake Forest University School of Law, Tiffani taught a full-semester, upper level course on trademark law in 2016.

While attending law school, Tiffani was member of the staff of the *Wake Forest Law Review* and the *Wake Forest Intellectual Property Law Journal*.

Tiffani was recognized by *The Best Lawyers in America*® in 2027 and the six years immediately preceding for Trademark Law. She is listed in the 2024, 2025 and 2026 editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*. Tiffani was selected by *Triad Business Journal* as one of its "40 Leaders Under 40" in 2023. She was also selected as one of *Triad Business Journal's* "40 Mentors" in 2026. Tiffani was named one of the "40 Under 40 Nation's Best Advocates" award recipients in 2022 by the National Bar Association.

Experience

*Strategically managed national and international trademark portfolios for a large automobile franchise company, protecting the client's valuable branding assets.

*Assisted an international apparel company with retrieving Instagram accounts from unauthorized and infringing users.

*Successfully retrieved a valuable domain name for a financial services client from professional cybersquatter via Uniform Domain Name Dispute Resolution Policy arbitration and negotiated settlement.

*Implemented social media management strategy for a multinational conglomerate involved in manufacturing, trading, and investments. The new strategy resulted in a swift takedown of social media accounts impersonating key client executives.

*Experience gained by attorney prior to joining Kilpatrick

Education

University of Maryland B.A. (2007) Sociology and Communication

Wake Forest University School of Law J.D. (2010) *cum laude*, *CALI Awards*

Admissions

North Carolina (2010)

Professional & Community Activities

Leadership Winston-Salem, Class of 2022, Member

Leadership Council on Legal Diversity's (LCLD), 2026 Class of Fellows, Member

Insights

[News Releases](#)

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

August 20, 2026

[Perspectives](#)

10 Key Takeaways | The Habit Advantage: Applying Behavioral Science for Legal Impact

March 25, 2026

[Webinars](#)

Dynamic Thinking for an Interpersonal Edge

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

Events

National Bar Association | Commercial Law Section 38th Annual Corporate Counsel Conference

February 19, 2025