

Davis-Brooke Caswell

Associate

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Services

Intellectual Property
Trademark Litigation
Trademark, Copyright &
Advertising
Online & Digital Enforcement
Clearance & Portfolio Management

Industries

Retail & Consumer Goods
Electronics & Computer
Technology
Financial Services
Media & Entertainment
Technology

Davis-Brooke focuses her practice on trademark enforcement, including litigation, Trademark Trial and Appeal Board proceedings, international proceedings, and online enforcement. She assists clients in developing and maintaining brand enforcement programs as well as enforcing their trademark rights domestically and internationally. Davis-Brooke represents clients across a variety of industries, including technology, media, consumer goods, and finance.

While attending Emory University School of Law, Davis-Brooke worked with the firm as a summer associate in 2020. She was a legal extern in the United States Attorney's Office for the Northern District of Georgia and in the State of Georgia Office of the Attorney General in Atlanta, Georgia. Davis-Brooke also served as a judicial intern for the Honorable Alan J. Baverman, Chief Magistrate Judge, in the U.S. District Court for the Northern District of Georgia. At Emory, Davis-Brooke was a member of Emory's Moot Court Society, where she served as a competitor and coach for the Seigenthaler-Sutherland Cup National First Amendment Moot Competition team and was also a research assistant for Professor Kay Levine.

Prior to attending law school, Davis-Brooke studied language as an international student in China. Davis-Brooke then worked for a non-profit Christian organization where she assisted with its stateside operations and supported projects for overseas staff members.

Davis-Brooke has basic knowledge of Mandarin.

Experience

Represents a major floral and food gifts retailer in a federal trademark infringement suit.

Provides clients with litigation risks assessments associated with adopting new trademarks, products, or brands and provides recommendations for minimizing potential litigation risks.

Practices frequently before the Trademark Trial and Appeal Board, regularly representing a leading fragrance company, a global media and tech company, and a large sports manufacturing company, and is experienced in obtaining creative and favorable settlements.

Routinely assists various clients, including a leading fin-tech company and global media company, in policing and protecting intellectual property rights against infringing use of marks online including in domain names, on websites, and on counterfeit products.

Represents clients in UDRP proceedings, and regularly obtains favorable decisions.

Assists major media and tech companies in managing global portfolios, including conducting trademark clearance for new marks and assisting in prosecution matters.

Education

Emory University School of Law J.D. (2021) *with high honors, Order of the Coif, Dean's List*

University of South Carolina B.S. (2015) Business Administration, International Business, and Marketing, Minor in Chinese Studies, *magna cum laude, Honors College Graduate, Dean's Honor List*

Admissions

Georgia (2021)

South Carolina (2025)