

Bradi Lynn Smith

Partner

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Services

Advertising Counseling & Disputes

Clearance & Portfolio Management

Greater China Trademarks

Intellectual Property

Trademark, Copyright & Advertising

Industries

Consumer Goods

Financial Institutions

Food, Restaurant & Beverage

Home Furnishings

Media & Entertainment

Retail & Consumer Goods

Bradi Smith focuses her practice on global trademark portfolio management, including domestic and international trademark clearance, global trademark prosecution, global portfolio audits, and global registry disputes and enforcement for clients that intersect in the fields of entertainment, finance, software and technology, and consumer goods. She also has experience in counseling clients on advertising and marketing campaigns, as well as drafting terms and conditions for marketing and promotion initiatives, including sweepstakes and skill contests.

Prior to joining the firm, Bradi worked in well-known intellectual property firms throughout New York City where she worked with large companies in the areas of trademark prosecution, trademark litigation, and copyright law.

Bradi earned her J.D. from the University of Richmond School of Law, where she served as Editor-at-Large and Symposium Editor of the *Richmond Journal of Law and the Public Interest*. While attending law school, she participated in the International Student Program studying comparative law at the University of Cambridge in Cambridge, England.

Bradi was recognized in 2025 as one of the "Best Lawyers: Ones to Watch" for Intellectual Property Law by *The Best Lawyers in America*®.

Experience

Provide high volume U.S. clearance search opinions to various multinational corporate clients.

Provide global trademark portfolio advice and counsel to leading hospitality company.

Provide risk assessment with respect to new brand names for various multinational corporate clients.

Education

University of Richmond School of Law J.D. (2006)

University of Maryland B.A. (2003) History, Minors in Sociology and Women’s Studies

Admissions

New York (2007)

Professional & Community Activities

American Diabetes Association, NYC Chapter, Executive Committee, Member

New York State Bar Association, Member

Insights

News

Bradi Smith Elected to Kilpatrick's 2025 Partner Class

January 21, 2025

News Releases

131 Kilpatrick Attorneys Recognized in 2025 Edition of Best Lawyers: Ones to Watch in America®

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