

Charles H. Hooker III

Partner

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Services

Trademark Litigation
Anti-Counterfeiting & Gray Markets
Copyright Litigation & Counseling
Intellectual Property
Online & Digital Enforcement
Trademark, Copyright &
Advertising
Design Rights



Charles Hooker is co-chair of Kilpatrick's Trademark & Copyright Team consisting of more than 120 attorneys. He focuses his practice on intellectual property litigation, enforcement, and counseling, including matters involving trademarks, trade dress, unfair competition, copyrights, licensing agreements, and related breach of contract disputes. Representative clients include adidas AG and adidas America, Inc., Stellantis NV, FCA US LLC, FN Herstal S.A., 1-800-Flowers, Inc., Meta Platforms, Inc., The Collegiate Licensing Company, and Groq, Inc. Since 2011, Charles consistently has been named a Georgia Super Lawyer or Rising Star for Intellectual Property Litigation by *Super Lawyers* magazine, and has been recognized as a top attorney by peers in *Georgia Trend* magazine's Legal Elite. He is listed in the 2026 and the eight immediately preceding editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*. Charles received the Pro Bono Partner of the Year Award in 2022 for his work as lead counsel on a significant *habeas corpus* matter, and he received the Kerry Harike Joedecke Atlanta Young Lawyer of the Year Award in 2010.

Charles teaches trademark law as an adjunct professor at the University of Georgia School of Law, and he frequently speaks at conferences and on panels on trademark issues. He also devotes a substantial amount of time to pro bono litigation matters. He is actively involved in the community and the Atlanta Bar, currently serving on the Board of The Art Farm at Serenbe. In the past, he has served on the Board of Directors for WonderRoot, the Atlanta Council of Younger Lawyers, the Intown Academy, Out of Hand Theater, and the Candler Park Conservancy. Charles is also a former member of the Atlanta Bar Association's "Reputation and Public Trust" Committee.

Prior to joining Kilpatrick, Charles served as a law clerk to Judge Rhesa Hawkins Barksdale on the United States Court of Appeals for the Fifth Circuit. During law school, Charles was the Editor-in-Chief of the Emory International Law Review and Executive Director of Student Legal Services.

Before law school, Charles worked for Habitat for Humanity through an Americorps grant, earned a master's degree in Religion from the University of Chicago, and conducted research at the Peter Drucker School of Management in Claremont, California, on issues of leadership and optimal performance in the areas of business, science, journalism, and sports.

Charles was recognized by *The Best Lawyers in America*® for Intellectual Property Litigation in 2023, for Intellectual Property Litigation and Trademark Law in 2024 and 2025, and for Copyright Law, Intellectual Property Litigation, and Trademark Law in 2026 and 2027. He was also recognized in 2027 and the nine years immediately preceding as a Georgia "Super Lawyer" and in 2016 and the four years immediately preceding as a Georgia "Rising Star" in the area of Intellectual Property Litigation by *Super Lawyers* magazine. Charles was named a "Trademark Leader" in 2025 by *World IP Review*. He was recommended by *Legal 500 US* in 2018 and 2019 for Trademark Law and again in 2025 for both Trademark Litigation and Non-Contentious Trademark Law.

Experience

Represented FN Herstal, S.A., a Belgian firearms and weapons manufacturer in a trademark infringement case against Clyde Armory involving our client's rights to the trademark SCAR for assault rifles and accessories. Following a bench trial, the court issued a lengthy order holding that FN Herstal has superior rights in its SCAR mark and that there was "ample evidence of bad faith" on Clyde Armory's part in adopting and using its infringing SCAR-Stock mark for assault rifle stocks. The court issued a permanent injunction against Clyde Armory, ordering it to, among other things, cease all use of SCAR or SCAR-Stock and to deliver up for destruction its infringing products and any materials displaying SCAR or SCAR-Stock. Following Charles's oral argument before the Eleventh Circuit, that Court affirmed. The U.S. Supreme Court denied Clyde Armory's petition for a writ of certiorari, and both the District Court and Eleventh Circuit awarded attorneys' fees in our client's favor. *FN Herstal, S.A. v. Clyde Armory, Inc.*, 838 F.3d 1071 (11th Cir. 2016).

Represented adidas America, Inc. and adidas AG against Skechers in a trade dress and trademark infringement law suit, successfully obtaining a preliminary injunction against Skechers barring its further sale of, *inter alia*, footwear that infringed adidas's famous Stan Smith trade dress.

Represented adidas America, Inc., adidas AG, Reebok International Limited, and Reebok International Ltd. in trademark infringement litigation spanning multiple years against numerous New York-based defendants using the mark RBX and related designs.

Represented FCA US LLC and its Jeep brand in successfully defeating trademark infringement claims asserted by Moab Industries LLC. Following a bench trial, the Court rendered judgment against all claims brought by Moab Industries.

Represented Eat Just, Inc., a San Francisco-based start-up company, in litigation against Just Goods, Inc. Following Charles's oral argument at summary judgment, but before the Court rendered a summary judgment decision, the parties reached a settlement agreement.

Represented various AT&T entities in negotiating a favorable settlement before trial in litigation involving purported breaches of a previous settlement agreement and allegations of trademark infringement.

Represented four major universities and The Collegiate Licensing Company (CLC) in a trade dress infringement case. In an attempt to avoid the provisions of a prior settlement agreement, the defendant, a clothing provider, sold t-shirts and other merchandise bearing university colors that did not include any of the colleges' registered marks. The firm secured a ruling rejecting the theory that school colors were aesthetically functional and that the defendant's use was "fair." After prevailing on summary judgment on the issue of liability for trademark infringement and unfair competition, we conducted a two-day jury trial on monetary relief. The plaintiffs recovered damages in the form of a reasonable royalty and an accounting of defendants' profits. The defendants later appealed, and the Fifth Circuit unanimously affirmed. *Louisiana State University v. Smack Apparel Co.*, 438 F. Supp. 2d 653 (E.D. La. 2006), *aff'd*, 550 F.3d 465 (5th Cir. 2008).

Represented youth fashion retailer American Eagle Outfitters (AEO) in a trademark infringement and unfair competition matter. We filed suit in 2010 on behalf of AEO against a number of defendants who opened retail stores under the name AMERICAN EAGLE FURNITURE. The defendants asserted that there was no likelihood of confusion due to the obvious differences in the parties' goods, customers and price points. Not only had AEO previously sold a variety of home furnishings, but we were also able to collect more than 100 instances of actual confusion. In December 2013, the court ruled in our favor on virtually every likelihood-of-confusion factor and every issue. It found that the defendants had infringed AEO's mark; it cancelled defendants' registration; and it rejected their defenses. The court further offered a number of findings that will prove helpful to AEO beyond this case—such as there is “evidence amply supporting the strength and fame of AE Outfitters' mark.” *Am. Eagle Outfitters, Inc. v. Am. Eagle Furniture, Inc.*, 11 C 02242, 2013 WL6839815 (N.D. Ill. Dec. 27, 2013).

Represented Georgia-Pacific Consumer Products LP in the defense of our client against a trademark infringement suit. The plaintiff voluntarily dismissed the claim after the court denied its motion for preliminary injunction. *Procter & Gamble Co. v. Georgia-Pacific Consumer Prods. LP*, No. 1:09-cv-00318 (S.D. Ohio Aug. 3, 2009).

Represented adidas America Inc. and adidas-Salomon AG in trademark infringement litigation against Payless Shoesource involving the defendant's infringing use of the well-known and distinctive adidas Three-Stripe Mark. Following a 14-day trial and two days of deliberation, the jury found unanimously in adidas' favor on all seven claims, including trademark infringement, trade-dress infringement, unfair competition and unlawful and deceptive trade practices. The jury awarded \$305 million in monetary relief, including \$137 million in punitive damages. This verdict was the largest in history for a trademark infringement case. Following entry of final judgment in excess of \$60 million, the parties later settled for an undisclosed amount. *adidas America Inc. v. Payless Shoesource Inc.*, No. CV01-1655 (D. Or. Nov. 11, 2008).

Represents a leading footwear and apparel manufacturer in trademark litigation and enforcement work.

Education

Emory University School of Law J.D.

cum laude

University of Chicago M.A. Religion

Admissions

Georgia

Court Admissions

Georgia Court of Appeals

Georgia Lower Courts

Georgia Superior Court

Supreme Court of Georgia

U.S. Court of Appeals for the Eleventh Circuit

U.S. Court of Appeals for the Fifth Circuit

U.S. Court of Appeals for the Ninth Circuit

U.S. Court of Appeals for the Tenth Circuit

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

Clerkships

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Professional & Community Activities

The Art Farm at Serenbe, Chair of Theater Council and Secretary of the Board

WonderRoot, Board of Directors, Former Member

Out of Hand Theater, Board of Directors, Former Member

Candler Park Conservancy, Board of Directors, Former Member

Former Chair of the Atlanta Council of Young Lawyers, Associates Campaign for Legal Services

Former Board Member of Public Trust Committee

Georgia State Bar, Former Member of Committee on Indigent Defense and Intellectual Property Trademark Subcommittee

Insights

[News Releases](#)

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

August 20, 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

[News Releases](#)

Over 100 Kilpatrick Attorneys Named 2025 Super Lawyers and Rising Stars
November 25, 2025

[Publication](#)

A Legal Strategist's Guide to Trademark Trial and Appeal Board Practice, Fifth Edition
September 8, 2025

[News](#)

Edible Arrangements Asks 11th Circ. To Revive Trademark Suit
August 14, 2025