

Christopher T. Varas

Partner

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Services

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

Industries

Media & Entertainment

Chris Varas a co-chair of Kilpatrick's Trademark & Copyright Team consisting of more than 120 attorneys. He specializes in domestic and international disputes involving trademarks, copyrights and rights of publicity. Chris litigates cutting edge intellectual property and technology issues for some of the world's most recognized companies and has significant experience obtaining and defending against motions for restraining orders and preliminary injunctions. He also develops and manages large-scale global programs to enforce and defend his clients' intellectual property portfolios. Chris has been listed as a "Rising Star" by Super Lawyers in both Washington State and Southern California.

Chris began his career as an associate with an international law firm in its Seattle, Washington office, where his practice focused on issues relating to cybersquatting, phishing and unauthorized distribution of copyrighted material. In 2008 he joined Keats McFarland & Wilson LLP, a boutique litigation firm in Beverly Hills, California specializing in intellectual property and technology. He joined Kilpatrick when Keats McFarland & Wilson merged with Kilpatrick in 2013.

Chris was recognized by *The Best Lawyers in America*® in 2023 for Trademark Law and again in 2024, 2025 and 2026 for Advertising Law, Copyright Law, and Trademark Law. He is listed in the 2024, 2025 and 2026 editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*.

Experience

Developed and manages complex international trademark dispute programs for some of the country's most recognized technology companies, managing large teams of associates, counsel and professional staff, and quarterbacking the clients' local outside counsel around the world.

Regularly advises one of the world's largest entertainment companies on copyright, trademark and right of publicity claims.

Represented clients including Instagram, Airbnb, Snap, Zynga, Yahoo and Fossil in federal and state lawsuits involving intellectual property and right of publicity claims.

Obtained temporary restraining orders that effectively prevented defendants in the United States and elsewhere from livestreaming and otherwise distributing high profile copyrighted content.

Education

University of Edinburgh LL.M. (2007) Innovation, Technology and the Law, *with honours*

Northwestern University School of Law J.D. (2002) *cum laude*, *Order of the Coif*

Lawrence University B.A. (1998) *magna cum laude*

Admissions

California (2008)

Washington (2002)

Court Admissions

U.S. Court of Appeals for the Ninth Circuit

U.S. Court of Appeals for the Seventh Circuit

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

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

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

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

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

U.S. District Court for the Western District of Washington

Professional & Community Activities

International Trademark Association (2013-Present)

Copyright Society of the U.S.A. (2013-Present)

Washington State Bar Association, Civil Rights Committee, Co-Chair (2003-2006)

ACLU of Washington, Board of Directors and Speakers' Bureau, Member (2003-2006)

Insights

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With Record-Breaking Numbers, Kilpatrick Once Again Achieves Most U.S. Attorneys Ranked in 2026 World Trademark Review 1000

February 3, 2026

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Kilpatrick Once Again Achieves Most U.S. Attorneys Ranked in 2025 World Trademark Review 1000

February 4, 2025

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Kilpatrick Breaks Record for Number of Attorneys Recognized in 2025 Edition of The Best Lawyers in America®

August 16, 2024

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Kilpatrick is #1 for Most U.S. Attorneys Ranked in 2024 World Trademark Review 1000

February 14, 2024

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Kilpatrick Townsend Earns Record-Breaking Recognition in 2024 Edition of The Best Lawyers in America®

August 17, 2023