Melissa B. Capotosto

Partner

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Services

Brand Licensing & Related Transactions

Clearance & Portfolio Management

Intellectual Property

Online & Digital Enforcement

Trademark, Copyright & Advertising

Industries

Consumer Goods

Food, Restaurant & Beverage

Media & Entertainment

Melissa Capotosto focuses her practice on global trademark portfolio management, including clearance, prosecution, enforcement, and counseling. Melissa works with clients to strategically develop and expand their brands in the United States and internationally. She has extensive experience with global clearance and filings programs and has managed trademark filings in 175 countries globally. Melissa engages with foreign counsel to work through complex prosecution issues and has successfully resolved hundreds of international and cross-jurisdictional disputes. Melissa has also represented clients before the Trademark Trial and Appeal Board and in Uniform Domain-Name Dispute Resolution Policy (UDRP) proceedings.

Melissa was recognized in 2022, 2023 and 2024 as one of the "Best Lawyers: Ones to Watch" for Intellectual Property Law by *The Best Lawyers in America*®. She was named an "IP Rising Star" in 2026 and the three years immediately preceding by *Managing Intellectual Property* magazine. Melissa was recognized as a “Rising Star” in 2023 for Intellectual Property by *Super Lawyers* magazine. She was awarded the

2018 President's Award for her active involvement on the Board of the Georgia Association for Women Lawyers. Melissa received the 2022 "Intellectual Property Lawyer of the Year" Award in Georgia from International Advisory Experts.

Experience

Represents Delta Air Lines, Inc. in connection with clearance and enforcement for its global trademark portfolio.

Manages the international and domestic trademark portfolio and provides brand strategy and counseling services for a world famous social media company.

Provides global dispute management, domestic trademark portfolio management, brand strategy, and counseling services to a *Fortune* 100 multinational media and entertainment corporation.

Represents one of the largest U.S. furniture retailers in connection with managing its international and domestic trademark portfolio.

Represented a *Fortune* 500 travel and accommodations corporation in trademark clearance and foreign and domestic trademark prosecution.

Education

Emory University School of Law J.D. (2013) *with honors*, *Dean's List*

University of Maryland B.A. (2010) Broadcast Journalism, *cum laude*

University of Maryland B.A. (2010) Government and Politics

Admissions

Georgia (2013)

Professional & Community Activities

Atlanta IP Inn of Court, Member

International Trademark Association (INTA)
- Building Bridges Committee, Member (2022-2023)
- Lefkowitz Committee, Member (2022-2023)
- Saul Lefkowitz Moot Court Competition Commitee, Member (2024-2025)

Georgia Bar Association, Intellectual Property Section, Trademark Committee, Member

Georgia Association for Women Lawyers, Member; Board Member

Insights

JUNE 2, 2025 **NEWS RELEASES**

Kilpatrick Attorneys Continue to Earn Distinction on Managing Intellectual Property's Prestigious IP Stars List

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OCTOBER 8, 2024 **NEWS RELEASES**

Kilpatrick Attorneys Named 2024 “Rising Stars” by Managing IP

OCTOBER 5, 2023 **NEWS RELEASES**

Managing IP Recognizes Melissa Capotosto as a 2023 "Rising Star"

AUGUST 17, 2023 **NEWS RELEASES**

Significant Number of Kilpatrick Townsend Attorneys Recognized in 2024 Best Lawyers: Ones to Watch

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MAY 19, 2023 **NEWS RELEASES**

Kilpatrick Townsend Continues Tradition of Impressive Number of Attorneys Named Managing Intellectual Property’s IP Stars

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