Shreya P. Desai

Associate

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Services

Intellectual Property
Copyright Litigation & Counseling
Advertising Counseling & Disputes
Trademark Litigation
Online & Digital Enforcement

Industries

Consumer Goods
Food, Restaurant & Beverage
Home Furnishings
Media & Entertainment
Technology

Shreya Desai specializes in the fields of copyright, trademark, and advertising law, with a strong emphasis on delivering comprehensive legal services to her clients.

Shreya regularly provides counsel to *Fortune* 500 companies on trademark, copyright, and advertising issues. She is proficient in litigating intellectual property cases in federal courts and has a track record of effectively handling contested matters before the Trademark Trial and Appeal Board (TTAB). Her expertise extends to advising clients on a wide range of concerns, including those before the National Advertising Division of the Better Business Bureau (NAD), domain name arbitrations, and compliance with FDA, FTC, and other relevant standards and guidelines.

Shreya is known for her proactive approach in partnering with clients to develop innovative and pragmatic solutions to legal challenges. Her advisory services encompass various aspects, such as trademark clearance and portfolio management, aimed at mitigating the risk of disputes while enhancing the visibility and reputation of her clients' brands. Moreover, Shreya oversees trademark due diligence processes for clients involved in acquisitions and funding events. She also possesses substantial experience in drafting terms and conditions for marketing and promotional initiatives.

Before joining the firm, Shreya served as a law clerk for the Honorable Timothy C. Batten, Sr., District Judge, and the Honorable John K. Larkins, III, Magistrate Judge, in the U.S. District Court for the Northern District of Georgia.

During her time in law school, Shreya was the Executive Articles Editor of the *Georgia Journal of International & Comparative Law*. She also served as a teaching assistant to Professor David Shipley and conducted research for Professor Mehrsa Baradaran. Her dedication and commitment to the legal profession were recognized with the William King Meadow Award, awarded annually to the law graduate who best exemplifies the integrity, sense of responsibility, and high standards of the legal profession, all while maintaining a keen sense of humor necessary to address legal issues from a humane perspective. Shreya gained early exposure to the firm as a summer associate in 2016 and 2017.

Prior to launching her legal career, Shreya was a middle school special education teacher in the Atlanta Public Schools system where she taught math and science at a Title I school as a corps member through Teach for America.

Shreya was recognized as a “Rising Star” in 2025 and 2026 for Intellectual Property by *Super Lawyers* magazine.

Shreya speaks conversational Gujarati.

Education

University of Georgia School of Law J.D. (2018) *magna cum laude*, *Order of the Coif*

University of Georgia B.A. (2012) International Affairs and Political Science

Admissions

Georgia (2019)

Court Admissions

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

Clerkships

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Professional & Community Activities

Boys and Girls Club of America, Fulton County Advisory Board Member

Georgia Asian Pacific American Bar Association, GAPABA Gala Co-Chair

Atlanta Chapter of the Federal Bar Association, Younger Lawyers Division, Board Member

South Asian Bar Association, Member

Insights

Alert

No Substitute for Substance: NAD Reiterates Guidance on Performance Imagery and Third-Party Endorsements

April 7, 2026

Alert

Trump Administration Targets “Made in America” Claims, Signaling Increased Enforcement Risk

March 19, 2026

News Releases

Over 100 Kilpatrick Attorneys Named 2025 Super Lawyers and Rising Stars

November 25, 2025

Alert

Whisky Business? Court Lets False Ad Claims Over Fireball Malt Beverage Proceed

October 28, 2025

Alert

Reflections on the 2025 NAD Advertising Law Conference

September 29, 2025