Brittany L. Kaplan

Senior Trademark Attorney

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Services

Anti-Counterfeiting & Gray Markets

Brand Licensing & Related Transactions

Clearance & Portfolio Management

Intellectual Property

Online & Digital Enforcement

Trademark, Copyright & Advertising

Industries

Health & Life Sciences

Media & Entertainment

Consumer Goods

Technology

Brittany Kaplan advises clients ranging from emerging businesses to global corporations on trademark clearance, prosecution, global portfolio strategy, and enforcement. She develops and manages domestic and international trademark portfolios, helping clients clear and launch new brands, expand established portfolios, and protect their rights worldwide. With a focus on both legal risk and business objectives, Brittany helps clients make strategic decisions about where to secure protection, how to strengthen their portfolios, and when to enforce their rights.

Brittany brings that same strategic approach to trademark disputes and enforcement. She represents clients in opposition and cancellation proceedings before the Trademark Trial and Appeal Board, coordinates contentious matters internationally, and negotiates agreements to resolve trademark disputes. Her enforcement work also extends online, where she handles cybersquatting and domain name disputes under the Uniform Domain Name Dispute Resolution Policy and advises clients on infringement, impersonation, and unauthorized uses across websites and social media platforms.

Before joining Kilpatrick, Brittany practiced intellectual property law at two international law firms in Chicago, where she counseled clients on trademark and copyright matters and developed and implemented global brand protection and enforcement strategies across a range of industries.

Brittany began her professional career in magazine publishing, where she spent nearly a decade before becoming an attorney. Her experience in media gives her firsthand insight into how brands and creative content are developed and brought to market, which continues to inform her approach to intellectual property counseling.

Brittany earned her J.D. from Chicago-Kent College of Law, where she served as Associate Editor and later Managing Editor of the *Journal of Intellectual Property*. She worked in the school's Intellectual Property and

Entrepreneurial Law Clinics and competed in the Saul Lefkowitz Moot Court Competition, where her team won the 2018 National Championship.

Brittany has been recognized as an Illinois “Rising Star” in Intellectual Property by *Super Lawyers*. In 2023, she received the Chicago Bar Association Young Lawyers Section’s Milton H. Gray Award for outstanding project leadership.

Education

Chicago-Kent College of Law J.D. (2019) *CALI Award for Advertising and Marketing Law 2019*, *Dean's Honor List 2017-2019*, *Dolores K. Hanna Trademark Prize Recipient 2018*

Northwestern University M.S., Journalism (2007) *Gertrude and G.D. Crain Award Recipient*

Michigan State University B.A., Journalism (2006) *with honor*

Admissions

Illinois (2019)

Court Admissions

Supreme Court of Illinois

Professional & Community Activities

The Richard Linn American Inn of Court, Associate (2021-Present)

The Chicago Bar Association, Young Lawyers Section
- Executive Board, Project Officer (2022-2023)
- Intellectual Property Committee, Co-Chair (2020-2022)
- Creative Arts Committee, Legislative Liaison (2019-2020)

Intellectual Property Law Association of Chicago, Copyright Committee, Co-Chair (2021-2022)

Insights

Publication

Applying US Trademark Law to NFTs

July 1, 2022