

Lauren Sullins Ralls

Partner

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Services

Advertising Counseling & Disputes
Brand Licensing & Related
Transactions
Clearance & Portfolio Management
Franchising
Intellectual Property
Trademark Litigation
Trademark, Copyright &
Advertising

Industries

Food, Restaurant & Beverage
Media & Entertainment

Lauren Sullins Ralls focuses her practice on counseling brand owners in the entertainment, social media, apparel, and franchising industries. Lauren partners with clients to strategically manage large global portfolios and specializes in building and protecting brands through international enforcement and litigation.

Before joining the firm, Lauren worked in the music industry at BMG Distribution and Jive Records. Lauren uses her prior experience in the music industry to provide a unique, creative, and business-driven perspective to brand protection.

Lauren assesses the availability of new trademarks for use and registration, and develops strategies for monitoring and enforcing trademark rights worldwide. She also helps companies build business relationships through her work on complex licensing and co-existence agreements.

Lauren was recognized by *The Best Lawyers in America*® in 2023, 2025 and 2026 for Trademark Law. She was recognized in 2018 and the six years immediately preceding as a Georgia "Rising Star" in the area of Intellectual Property by *Super Lawyers* magazine. Lauren was named a "Trademark Leader" in 2024 and 2025 by *World IP Review*.

Prior to entering law school, she was selected as a Robert W. Woodruff Scholar.

Experience

Provides international trademark portfolio enforcement and counseling services to a large social media company.

Provides counsel to a multinational hospitality company related to international and domestic trademark portfolio management, enforcement, and license and license-recordal matters.

Serves as counsel to one of the largest music labels in the industry on trademark enforcement, prosecution, and Internet issues.

The firm served as lead trial counsel for Hulu LLC, a news corporation, and NBC Universal collaborative venture in the suit related to the launch of Hulu.com. The firm successfully defeated an attempt by a Web publishing firm, Lulu Enterprises, to obtain a preliminary injunction that would have delayed the website launch of the much-anticipated Hulu.com, a website portal that offers downloadable premium video content consisting of hit television shows such as *The Office*, *Heroes*, *24*, *The Simpsons*, *Prison Break*, and *House*.

Education

Emory University School of Law J.D. (2006)

with honors

Agnes Scott College B.A. (2001) Economics and Music, *summa cum laude*

Admissions

Georgia (2006)

Court Admissions

U.S. Court of Appeals for the Tenth Circuit

Professional & Community Activities

International Trademark Association (INTA), Member

American Bar Association, Franchise Section, Member

Southeast Forum on Franchising, Member

Georgia Bar Association, Intellectual Property Section

Insights

[News Releases](#)

Kilpatrick Achieves Record Number of Attorneys Named 2025 World IP Review Leaders

June 5, 2025

[Perspectives](#)

Get to Know Kilpatrick's Partners | Meet Lauren Ralls

September 3, 2024

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Kilpatrick Breaks Record for Number of Attorneys Recognized in 2025 Edition of The Best Lawyers in America®
August 16, 2024

[News Releases](#)

Kilpatrick Attorneys Named 2024 World IP Review Leaders
July 16, 2024

[News Releases](#)

Kilpatrick Elects Partners and Elevates Counsel for 2024
December 29, 2023