

Anthony J. Malutta

Partner

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Services

Advertising Counseling & Disputes
Brand Licensing & Related Transactions
Clearance & Portfolio Management
Intellectual Property
Online & Digital Enforcement
Trademark, Copyright & Advertising

Industries

Consumer Goods
Electronics & Computer Technology
Food, Restaurant & Beverage
Media & Entertainment
Retail & Consumer Goods
Technology

“On the prosecution and portfolio management side, the firm has a star in San Francisco in Anthony Malutta, who provides gold-standard guidance to technology, retail and food businesses. He co-leads the trademark and copyright team and has been instrumental in its ascent to absolute powerhouse status.” *World Trademark Review 1000 – The World's Leading Trademark Professionals* (2021).

A Bay Area native, Anthony has always been at the tech forefront. During the dotcom-era he supported the trademark needs of clients like Red Envelope, PayPal, X.com (the first time), and Pets.com; he later established leading secondary liability precedent through the defense of Amazon and Visa in multiple DMCA cases brought by Perfect 10; and more recently he led Facebook's global name change to Meta. Anthony brings his deep knowledge of the technology industry to every engagement—helping leading brands with their most significant brand strategy issues. A global lawyer, Anthony has extensive international experience—whether as an active participant in MARQUES or complemented by the fact that he's studied in both Hong Kong and Italy. He has long specialized in the management of the largest and most complex global trademark portfolios. Clients regularly seek his advice when launching new products, contemplating a rebrand, or when they are looking for thoughtful and efficient solutions for global trademark portfolio management. Anthony counsels global brand owners in the technology, retail, and food product sectors.

Anthony was also Co-Leader of the Trademark & Copyright Team, a role he has held from 2010 to 2025. He guided the team through its explosive growth where it more than doubled in size and now counts more than 120 dedicated trademark and copyright attorneys. The team is now widely recognized as the nation's leading trademark practice.

Anthony is recognized by many publications as one of the nation's top trademark lawyers:

- *The Daily Journal*, "Top Intellectual Property Lawyers" (2025)
- *The Best Lawyers in America*®, Trademark Law (2020-2027)
- *Legal 500 US*, Non-Contentious Trademark Law (2014-2025); Trademark Litigation (2012, 2013, 2018, 2022, 2023, 2024, 2025 and 2026)
- *Super Lawyers*, Intellectual Property Law (2020-2022)
- *World Trademark Review 1000 – The World's Leading Trademark Professionals* (2012-2026)
- *World IP Review* "Outstanding" (rating given to the Top 5 individuals nationally) (2023-2025)
- *"IP Star"* (2013-2026)

Education

Santa Clara University School of Law J.D. (1997)

University of California, Santa Barbara B.A. (1993) Economics

Admissions

California

Court Admissions

U.S. Court of Appeals for the Ninth Circuit

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

U.S. District Court for the District of Colorado

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

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

U.S. Supreme Court

Professional & Community Activities

American Intellectual Property Law Association (AIPLA)

Bar Association of San Francisco

Giffords Law Center to Prevent Gun Violence, Board of Directors; Member, Finance Committee

INTA Law Firm Committee, 2019-Present

INTA Famous and Well-Known Marks Committee, 2014-2019; Member, U.S. Sub-Committee

INTA Anti-Counterfeiting Committee, 2010-2013; Member, China Sub-Committee

INTA Leadership Committee, 2024-2025

INTA Saul Lefkowitz Moot Court Committee: Member, Western Competition Sub-Committee, 2000-2006; Chair, Western Competition SubCommittee, 2002-2003; Member, National Problem Sub-Committee, 2006-2009

MARQUES (the association of European brand owners), IP Emerging Issues Team, 2019-Present

San Francisco Intellectual Property Law Association (SFIPLA), Member

Insights

News Releases

Kilpatrick Attorneys Once Again Earn Outstanding Recognitions in 2027 Edition of The Best Lawyers in America®

August 20, 2026

News Releases

Once Again, Lawdragon Recognizes Kilpatrick Attorneys as Leaders in Global IP

July 14, 2026

News Releases

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

February 3, 2026

Events

INTA Career Development Panel with Kilpatrick Townsend

October 16, 2025

News Releases

Kilpatrick Adds Prominent Litigator to Trademark, Copyright & Advertising Team in San Francisco

October 2, 2025