Crystal C. Genteman

Partner

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Services

Online & Digital Enforcement

Clearance & Portfolio Management

Copyright Litigation & Counseling

Intellectual Property

Trademark Litigation

Trademark, Copyright & Advertising

Industries

Retail & Consumer Goods

Electronics & Computer Technology

Financial Services

Media & Entertainment

Technology

Crystal Genteman is a co-leader of the firm's Online Enforcement team. She focuses her practice on brand protection, trademark enforcement, and disputes. She helps companies design and implement scalable intellectual property enforcement programs, addressing infringement, counterfeiting, impersonation, domain name abuse, social media misuse, marketplace violations, and other unauthorized online activity. Crystal also represents clients in trademark disputes before the Trademark Trial and Appeal Board, including opposition and cancellation proceedings, and advises clients on strategies to protect and enforce their marks both at the registry and in the marketplace. She draws on her litigation and prosecution experience to help clients strengthen brand portfolios, resolve disputes, and pursue practical enforcement solutions.

Prior to joining the firm, Crystal was a judicial law clerk for the Honorable Timothy C. Batten, Sr. in the U.S. District Court for the Northern District of Georgia and worked as a summer associate with the firm 2010. While attending law school, she served as a legal intern for the Supreme Court of Georgia, the HeLP Clinic, and the Pro Bono Partnership of Atlanta. She was also a graduate research assistant to Professor Wendy Hensel, served as the Lead and Student Articles Editor for the *Georgia State Law Review*, was named the 2011 Most Outstanding Moot Court Board Member, and received the ABA Employment & Labor Section Award for Excellence in Employment Law.

Before law school, Crystal worked in advertising for a newspaper company and then marketing for an outdoor advertising company.

Crystal was recognized in 2022, 2023 and 2024 as one of the "Best Lawyers: Ones to Watch" for Intellectual Property Law and Intellectual Property Litigation by *The Best Lawyers in America*®.

Experience

Represents a California-based *Fortune* 500 multinational technology corporation in enforcement matters and in Trademark Trial and Appeal Board proceedings.

Counsels a multinational hospitality company in online enforcement matters.

Counsels a leading financial institution in online enforcement matters.

Advises one of the world's largest entertainment companies in online enforcement matters.

Represents a California-based *Fortune* 500 multinational corporation that designs and manufactures consumer electronics and computer software products in trademark and trade dress enforcement work, including online enforcement and in multiple proceedings before the Trademark Trial and Appeal Board.

Represents Coty, Inc. and its licensors, including Hugo Boss and Calvin Klein, in enforcement matters and in Trademark Trial and Appeal Board proceedings.

Represents Fiat Chrysler Automobiles Group in Trademark Trial and Appeal Board proceedings.

Represents Interface, Inc., a leading international carpet manufacturer, in matters involving trademark clearance, trademark enforcement, and copyright issues.

Represents Oxford Industries in copyright litigation, including in federal court and UDRP proceedings, related to the enforcement of the LILLY PULITZER and TOMMY BAHAMA brands.

Represents Equifax Inc., one of the United States' largest credit reporting agencies, in trademark prosecution and enforcement matters.

Represented adidas America, Inc. and adidas AG against Skechers USA, Inc. in a trademark and trade dress infringement lawsuit in district court and the Ninth Circuit, successfully obtaining a preliminary injunction and partial summary judgment.

Represented adidas America, Inc., adidas AG, Reebok International Limited, and Reebok International Ltd. in trademark infringement litigation spanning multiple years against numerous New York-based defendants using the mark RBX and related designs.

Represented Fender Musical Instruments Corporation in a trademark litigation in district court and the Sixth Circuit.

Represented several major universities in trademark enforcement proceedings before the Trademark Trial and Appeal Board.

Represents numerous non-profit organizations in trademark prosecution matters.

Represented Flowers Foods Inc., a leading producer of baked goods, in trademark litigation.

Education

Georgia State University, College of Law J.D. (2011) *summa cum laude*

University of Georgia A.B.J. (2003) Advertising, *magna cum laude*

University of Georgia A.B. (2003) English, *magna cum laude*

Admissions

Georgia (2011)

Court Admissions

Georgia Superior Court (2011)

Supreme Court of Georgia (2013)

U.S. Court of Appeals for the Sixth Circuit (2017)

Clerkships

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Professional & Community Activities

Atlanta Volunteer Lawyers Foundation, Board of Directors, At-Large Director

Atlanta Intellectual Property Inn of Court

Georgia Association of Women Lawyers (GAWL) Leadership Academy

Grady High School Mock Trial Team, Attorney Coach

State Bar of Georgia, Intellectual Property Law Section, Member

Georgia State Law Review, Former Lead and Student Articles Editor

Georgia State Moot Court Board, Former Member

Insights

Perspectives

5 Key Takeaways | Alternatives to District Court Litigation
September 22, 2026

Events

Kilpatrick's Intellectual Property Seminar Series
September 16, 2026

Perspectives

5 Key Takeaways | Building a Successful Online Brand Protection Program
March 2, 2026

News Releases

Kilpatrick's Crystal Genteman Named to Atlanta Volunteer Lawyers Foundation's Board of Directors

January 27, 2026

Perspectives

6 Key Takeaways | Cross-Jurisdictional Nonuse Actions

March 27, 2024