

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 focuses her practice on intellectual property enforcement, counseling clients on a range of trademark and copyright issues and advising them on strategies for protecting their brands. She specializes in protecting clients' intellectual property rights online and in opposition and cancellation proceedings before the Trademark Trial and Appeal Board. Crystal also has significant experience in federal trademark and copyright infringement litigation at both the district and appellate court level, as well as in clearing and registering trademarks. Her practice spans a variety of industries, including technology, textiles, and consumer goods.

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 | 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

[News Releases](#)

Kilpatrick Elects Partners and Elevates Counsel for 2024

December 29, 2023

News Releases

Significant Number of Kilpatrick Townsend Attorneys Recognized in 2024 Best Lawyers: Ones to Watch
August 17, 2023