



Alexander H. Weathersby

Associate

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Services

Intellectual Property
Trademark, Copyright &
Advertising
Trademark Litigation
Copyright Litigation & Counseling

Alex is an associate on the Trademark & Copyright Team. He focuses his practice on intellectual property litigation and enforcement in matters involving trademark infringement, unfair competition, copyright infringement, and breach of contract.

Alex primarily represents influential brands in high-stakes intellectual property cases in federal courts. His focus is on trademark infringement and unfair competition, and he has successfully supported clients in several cases involving “secondary” liability theories such as contributory trademark infringement. Alex’s experience as a law clerk on behalf of federal judges at the district court and appellate levels adds an extra layer of value for the firm’s clients.

Alex has also been a leader among the firm’s associates in adopting and implementing Generative AI tools and workflows in daily litigation tasks. He has presented on AI-related topics and has consulted with firm leadership on the adoption of AI tools.

In addition to his experience at the firm, Alex previously served as a law clerk to the Honorable Stephanie Thacker in the U.S. Court of Appeals for the Fourth Circuit. Alex also clerked for the Honorable Leigh Martin May in the U.S. District Court for the Northern District of Georgia. Alex leverages his experience working on matters from the judicial perspective to deliver value to the firm’s clients.

During law school, Alex worked with the firm as a summer associate in 2018 and interned for Judge May in 2017. He was co-Executive Notes Editor of the *Georgia Law Review*, an advocate in the National Moot Court Competition, and a research assistant for Professor Dan T. Coenen.

Prior to attending law school, Alex worked at a golf and ski resort in Big Sky, Montana.

Experience

Appeared on behalf of Outdoors Online, LLC in a contributory trademark infringement case in the Northern District of Georgia. The plaintiff claimed that Gunbroker.com, an online auction platform owned and operated by

the firm's client, was liable for third-party sales of allegedly counterfeit products made through the website. The firm obtained summary judgment in the client's favor on all claims. That judgment is currently pending appeal. *Microtech Knives, Inc. v. Outdoors Online, LLC et al.*, 1:23-cv-4381-VMC (N.D. Ga.)

Appeared on behalf of Meta Platforms, Inc. in a trademark infringement case in the District of Arizona. The plaintiff alleged contributory trademark infringement against Meta based upon Meta's alleged refusal to grant the plaintiff exclusive rights to all social media profiles incorporating the plaintiff's claimed trademark. The firm obtained complete dismissal of all claims against Meta at the motion-to-dismiss stage. *Hogen v. Meta Platforms, Inc.*, No. 2:24-cv-3308-MTL (D. Ariz.).

Represented adidas America, Inc. and adidas AG in numerous disputes in federal court, including claims filed against other entities for trademark infringement and related claims, as well as actions filed by plaintiffs.

Represented one of the nation's leading floral and gift delivery retailers in connection with claim for trademark infringement and breach of contract.

Consulted prominent subscription streaming service in connection with alleged trademark and copyright infringement matters.

Education

University of Georgia School of Law J.D. (2019) *magna cum laude*, *Order of the Coif*, *Order of the Barristers*

University of Georgia B.B.A., Finance and B.A., English (2014) *summa cum laude*, *Zell Miller Scholarship*, *Phi Beta Kappa*

Admissions

Georgia (2020)

Court Admissions

Superior Court of Georgia

Supreme Court of Georgia

U.S. Court of Appeals for the Eleventh Circuit

U.S. Court of Appeals for the Fourth Circuit

U.S. Court of Appeals for the Third Circuit

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

Clerkships

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Insights

[Publication](#)

Two Bites at the Apple: The Prejudicial Burden in Arbitration Waiver

April 15, 2019