Betsy P. Bengtson

Partner

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Services

Clearance & Portfolio Management

Intellectual Property

Online & Digital Enforcement

Trademark, Copyright & Advertising

Design Rights

Industries

Food, Restaurant & Beverage

Media & Entertainment

Retail & Consumer Goods

Betsy Bengtson works closely with brand owners to clear, develop, expand, and protect their trademarks and entertainment titles around the world. In addition to managing several global trademark portfolios, Betsy oversees a large volume of U.S. and international contentious trademark matters where she engages with foreign counsel to implement locally-sound strategies while maintaining a consistent approach across jurisdictions. Betsy has experience working with clients of all sizes and in a variety of industries, including entertainment and content production, software and technology, retail and consumer goods, food and beverage, and the scientific research and pharmaceutical fields, among others. She provides clear advice with a practical view of real-world risks and an understanding of her clients' businesses and goals.

Prior to joining the firm, Betsy was a trademark associate in the Denver, Colorado office of a national law firm where her practice focused on global trademark portfolio management and trademark clearance and enforcement.

Betsy was recognized in 2025, 2026 and 2027 for Trademark Law and in 2022, 2023 and 2024 as one of the "Best Lawyers: Ones to Watch" for Intellectual Property Law by *The Best Lawyers in America*®. She was recommended by *Legal 500 US* in 2023 for Non-Contentious Trademark Law. Betsy is listed in the 2024, 2025 and 2026 editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*. She was named a "Trademark Leader" in 2024 and 2025 by *World IP Review*.

Experience

Manages an international and domestic trademark portfolio and provides brand strategy and counseling services for a *Fortune* 50 technology company.

Provides global dispute management, brand strategy, and counseling services to a *Fortune* 500 multinational media and entertainment corporation.

Provides domestic and international clearance assessments for entertainment titles that are proposed for use on some of the most popular film, TV, and music streaming services.

Represents one of the most well-funded U.S. philanthropies in connection with managing its global trademark portfolio.

Education

University of Denver Sturm College of Law J.D. (2013)

University of Kansas B.S. (2008) Journalism, emphasis in Strategic Communications

Admissions

Colorado (2013)

Professional & Community Activities

International Trademark Association (INTA), Member

Colorado Bar Association, Member

Denver Bar Association, Member

Insights

News Releases

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

August 20, 2026

Perspectives

6 Key Takeaways | A Trademark Practitioner's Guide to Using AI: Guidelines, Use Cases, and Ethical Considerations

March 11, 2026

Events

A Trademark Practitioner's Guide to Using AI: Guidelines, Use Cases, and Ethical Considerations

March 2, 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

News Releases

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