

Vincent J. Badolato

Counsel

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Services

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

Industries

Media & Entertainment
Health & Life Sciences
Medical & Surgical Devices
Electronics & Computer
Technology
Generative AI
Retail & Consumer Goods
Food, Restaurant & Beverage

Vincent Badolato specializes in trademark and copyright counseling, prosecution, licensing, and litigation. His practice is focused on the selection, clearance, adoption, and use of trademarks, domestic and international trademark prosecution and enforcement, trademark portfolio management, and the development of comprehensive branding strategies.

Prior to joining the firm, Vincent was a counsel in the Intellectual Property and Trademark, Copyright, and Advertising Practice Groups at a national law firm in its Washington D.C. office. Vincent also has prior experience with the regulation of securities broker-dealers and investment advisers and in the representation of individuals and entities in regulatory investigations, administrative proceedings, and injunctive actions before the U.S. Securities and Exchange Commission, the New York Stock Exchange, and other regulatory agencies.

Vincent is listed in the 2026 and the four years immediately preceding editions of *WTR 1000 – The World's Leading Trademark Professionals for Prosecution and Strategy*. He was recognized as an "IP Star" in 2022 and 2023 by *Managing Intellectual Property* magazine. In 2022 and 2024, Vincent was named to the Capital Pro Bono Honor Roll, which recognizes the contributions of those D.C. Bar members who donated 50 hours or more of pro bono service during the previous calendar year.

Experience

*Represented a technology company that develops online greeting cards in a closely watched Lanham Act case, securing a victory when the appeals court reversed and remanded a decision to dismiss the company's trademark infringement lawsuit.

*Represented an NBA superstar and his company in intellectual property matters and name, image and likeness (NIL) enforcement.

*Represented a cutting-edge AI development and services company in trademark development, branding, clearance, and prosecution.

*Assisted with defense of well-known multinational corporation and technology company in a lawsuit in federal court in Arizona, in which the plaintiffs sought to cancel the client's trademark registrations for its famous brand mark on the ground that the mark had become generic (prevailed on summary judgment).

*Assisted with successful defense of famous American movie star and British rock musician against claims that the lyrics of a song infringed certain alleged copyrights and successfully enforce name, image, and likeness (NIL) rights against several online infringers.

*Represented a large memorabilia manufacturer best known for its class and championship rings for students and athletes, on its trademark applications and registrations across the world, as well as in disputes concerning its trademarks and trade dress.

*Represented a theme and amusement parks management company in the development and management of a trademark portfolio and new marks, including defense of two infringement claims at the pre-litigation stage.

*Experience gained by attorney prior to joining Kilpatrick

Education

Brown University B.A., (dual) Political Science and Organizational (1989)

University of California, Los Angeles School of Law J.D. (1993)

Admissions

District of Columbia (1996)

Maryland (1994)

Virginia (1993)

Insights

[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 Continues Washington, D.C. Growth

August 19, 2025

Publication

Who's the greatest No. 8? The importance of creativity in athlete brand building & trademark registration
January 31, 2025

Publication

Who's the Greatest No. 8? When a Jersey Number Isn't Just a Jersey Number
December 13, 2024

Publication

NFT litigation: Shaping IP rights in the metaverse
July 12, 2022