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Kilpatrick Townsend Bolsters Consumer Products Team in San Diego

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Amit Kumar Joins as Counsel

SAN DIEGO (October 12) – **Kilpatrick Townsend & Stockton** announced today that **Amit Kumar**, the former Vice President of Legal Affairs for TaylorMade-adidas Golf Company, has joined the firm's San Diego office. Mr. Kumar joins as **Counsel** in the firm's **Mergers & Acquisitions and Securities Practice** with a focus on representing companies in the consumer products industry.

Mr. Kumar leverages his unique legal, corporate and business experience to advise large and small companies – in particular consumer product brands – on matters relating to technology transactions, mergers, strategic alliances, manufacturing, distribution, and advertising.

During over a decade at TaylorMade-adidas Golf, Mr. Kumar represented the company in a variety of matters, including public company acquisitions, brand divestitures and licensing. He was also extensively involved in the day-to-day legal operations of the company, tackling issues ranging from transshipping to advertising disputes with competitors.

Mr. Kumar also has considerable business experience managing TaylorMade Performance Labs, a chain of premium golf club fitting centers. He gained significant insight as a business owner and a deeper appreciation for the complexities faced by today's executive teams trying to cultivate consumer loyalty and brand awareness in the face of increasing competition.

Earlier in his career, Mr. Kumar worked in the Los Angeles offices of two major international law firms, where he drafted and negotiated stock and asset purchase agreements, secured and unsecured credit facilities, and technology licenses.

"Amit's comprehensive experience in commercial and technology transactions, including IP licenses, further extends the firm's deep experience in such matters," said Partner Rich Cicchillo, Kilpatrick Townsend's Team Leader for its Mergers & Acquisitions and Securities Practice. "Amit's exceptional background bolsters our corporate presence in California. He shares our commitment to collaboration and superior client service. We look forward to working with Amit and welcome him to the firm."

Mr. Kumar obtained his J.D. from Columbia University School of Law where he was a Harlan Fiske Stone Scholar. He received his A.B. in Rhetoric, with a Minor in Philosophy, from the University of California, Berkeley.

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