

Bethany R. Nelson

Senior Associate

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Services

Intellectual Property

Trademark Litigation

Trademark, Copyright & Advertising

Bethany Nelson focuses her practice on trademark and related intellectual property litigation and brand representation across a variety of industries. Bethany has experience representing a range of *Fortune* 500 companies in federal court litigation from case inception to trial, including at the appellate level. She is experienced before the Trademark Trial and Appeal Board and in managing trademark enforcement programs for her clients.

Bethany was recognized in 2025, 2026 and 2027 as one of the "Best Lawyers: Ones to Watch" for Intellectual Property Litigation by *The Best Lawyers in America*®. She was also recognized as a “Rising Star” in 2025 and 2026 for Intellectual Property by *Super Lawyers* magazine.

Experience

Represented a professional sports league in connection with obtaining a temporary restraining order allowing seizure of counterfeit merchandise and tickets prior to major event.

Represented multinational apparel and footwear company in a variety of lawsuits including obtaining summary judgment and numerous discovery and pretrial victories across jurisdictions in the United

States, such as the District of Oregon, Central District of California, Eastern District of New York, and Southern District of New York. Bethany has taken the lead in drafting numerous motions and in taking and preparing for depositions.

Experienced at the appellate court level before the Federal Circuit and the Second Circuit, obtaining multiple vacaturs from the Trademark Trial and Appeal Board.

Practices frequently before the Trademark Trial and Appeal Board and experienced in obtaining favorable settlements that prevent the need for protracted discovery before the Board.

Manages enforcement programs for multiple consumer goods clients, including major packaged goods company.

Relied upon by various major tech and media corporations to assess trademark, copyright, and right of publicity risk associated with launching new products or programs or with potential litigation.

Education

Emory University School of Law J.D. (2017) *First Honor Graduate*, *with high honors*, *Order of the Coif*

University of North Carolina at Chapel Hill B.A. (2012) Journalism and Mass Communication, Minor in Business, *with distinction*, *Dean's List*

Admissions

Georgia (2017)

Court Admissions

Georgia Superior Court (2017)

Supreme Court of Georgia (2019)

U.S. Court of Appeals for the Federal Circuit (2019)

U.S. District Court for the Northern District of Georgia (2019)

Clerkships

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Professional & Community Activities

International Trademark Association (INTA), Member
- Famous and Well-Known Marks Committee, Member (2024-2025)
- Young Practitioners Committee, Member

Theatrical Outfit, Board Member

Insights

AUGUST 20, 2026 **NEWS RELEASES**

Kilpatrick Attorneys Recognized in 2027 Edition of Best Lawyers: Ones to Watch® in America

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NOVEMBER 25, 2025 **NEWS RELEASES**

Over 100 Kilpatrick Attorneys Named 2025 Super Lawyers and Rising Stars

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AUGUST 16, 2024 **NEWS RELEASES**

131 Kilpatrick Attorneys Recognized in 2025 Edition of Best Lawyers: Ones to Watch in America®

APRIL 1, 2019 **PUBLICATION**

The Supreme Court Finally Resolves An Old, Vexing Question: Does "Registration" Mean "Registration"? Answer: "Yes."

JANUARY 10, 2019 **ALERT**

Immoral and Scandalous Trademarks: If They Can Be Registered, What Does It Mean For Other Prohibitions on Registration?
