Eileen Z. Kellar

Trademark Of Counsel



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Services

Clearance & Portfolio Management

Intellectual Property

Online & Digital Enforcement

Trademark, Copyright & Advertising

Industries

Retail & Consumer Goods

Technology

Eileen Kellar focuses her practice on global trademark and brand counseling, prosecution, and enforcement. She represents and counsels a diverse range of corporate clients across a broad range of industries. She also has experience litigating trademark, trade dress, and unfair competition matters before the Trademark Trial and Appeal Board and in federal courts.

Prior to joining the firm, Eileen served as Corporate Counsel at a well-known, multinational online retailer and one of the largest providers of cloud services where she advised its business teams and stakeholders on a variety of trademark, copyright, and marketing-adjacent matters, ranging from global trademark prosecution, clearance, and enforcement to licensing, monitoring, and best practices and risk assessments. Prior to that, Eileen served as Corporate Counsel at a start-up phase online education and entertainment platform provider where she was responsible for all aspects of intellectual property and related content and compliance counseling for a challenging house mark, working cross-functionally with various stakeholders to counsel and guide the company's intellectual property

strategy. Previously, Eileen worked as a Trademark, Copyright, and False Advertising attorney in the San Francisco and Los Angeles, California, offices of a global law firm where she advised established corporate clients and start-ups in a variety of industries on brand strategy and protection.

Before launching her legal career, Eileen worked as an engineer at a privately held construction and engineering company where she applied her technical skills in engineering to practical challenges on construction sites. Eileen's engineering background enhances her legal practice by allowing her to understand complex technical concepts and translate them into legal terms, bridging the gap between technical and legal perspectives.

Education

Loyola Law School, Los Angeles J.D. (2012) *Dean's Scholar*

Stanford University M.S. (2006) Civil and Environmental Engineering in Structural Design and Construction

University of California, Los Angeles B.S. (2005) Civil and Environmental Engineering and Political Science

Admissions

California (2012)

Court Admissions

U.S. District Court for the Central District of California (2012)

U.S. District Court for the Northern District of California (2017)

Insights

AUGUST 23, 2024

WEBINARS

In-House Insider: Strategies for Acclimating and Excelling