

## Allisen Pawlenty

### Partner

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#### Services

Intellectual Property  
Clearance & Portfolio Management  
Trademark, Copyright &  
Advertising

#### Industries

Electronics & Computer  
Technology  
Retail & Consumer Goods  
Technology  
Food, Restaurant & Beverage  
Consumer Goods  
Media & Entertainment

Alli Pawlenty is a business-minded, creative and practical attorney with deep trademark experience in the Internet, technology and entertainment spaces. She focuses her practice on domestic and international trademark counseling, portfolio management and enforcement for global brand owners. She helps companies assess the availability of trademarks for use and registration, develop and implement complex trademark protection strategies, monitor and enforce trademark rights, and negotiate and draft trademark consent and coexistence agreements. Alli also counsels companies in the entertainment industry on trademark and title risk assessment, protection and enforcement strategies.

Since re-joining the firm in 2016, Alli has built and continues to lead sophisticated global portfolio management teams for two industry-leading technology companies. Alli also served a long-term secondment to a major Los Angeles-based film and television entertainment company, advising on fast-turn title and production clearance matters and helping to bring well-known animated characters to life in mobile apps and video games.

Prior to re-joining the firm, Alli worked as Corporate Counsel to Amazon in Seattle, Washington and Santa Monica, California, where she led the in-house team responsible for all trademark, copyright and enforcement work for Amazon's fast-growing original content business. In this role, she regularly advised business leadership on a wide array of intellectual property matters, including global trademark and title risk profile and risk mitigation for new projects, scope of rights and strategy for rights acquisition and expansion, and thoughtful, customer-focused rights enforcement. Given this experience, Alli has a unique understanding of the many demands facing in-house counsel, and the need for trusted outside counsel to be nimble, business-practical and PR-minded.



Alli is listed in the 2018, 2019 and 2020 editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*. She was named a “Rising Star of Law” in 2018 by DCA Live and shortlisted in Euromoney Legal Media's 2018 America's Rising Stars Awards. Alli was recognized as an "IP Star" in 2018, 2019 and 2020 by *Managing Intellectual Property* magazine.

## Education

George Mason University School of Law J.D. (2004)

*cum laude*

l'institut d'études françaises d'Avignon participant (2000) participant

Universität Hamburg Erasmus Programme in Law and Economics (2003) Erasmus Programme in Law and Economics, participant

University of Notre Dame B.A. (2001) Government and French Literature,

*magna cum laude*

## Admissions

District of Columbia (2014)

## Professional & Community Activities

International Trademark Association (INTA), Internet Committee; Annual Meeting Panelist (2016); Formerly Served on the Famous and Well-Known Marks Committee

District of Columbia Bar Association, Member

*George Mason Law Review*, Former Research Editor and Member

## Insights

### [News Releases](#)

Kilpatrick Townsend Earns Top Ranking from 2021 World Trademark Review

February 17, 2021

### [News Releases](#)

Kilpatrick Townsend Attorneys Named 2020 Managing Intellectual Property IP Stars

June 1, 2020

### [In The News](#)

Kilpatrick Townsend's Trademark Team Earns Top Ranking From World Trademark Review

February 20, 2020



### [News Releases](#)

Kilpatrick Townsend Attorneys Named 2019 Managing Intellectual Property IP Stars

June 17, 2019

### [News Releases](#)

Kilpatrick Townsend's Trademark Practice Receives Gold Level Recognition

February 5, 2019

### [In The News](#)

Caroline Barbee & Allisen Pawlenty-Altman Shortlisted for Americas Rising Stars Awards - Best in Copyright and Trademark

September 3, 2018

### [News Releases](#)

Kilpatrick Townsend Attorneys Named 2018 Managing Intellectual Property IP Stars

June 19, 2018

### [News Releases](#)

Kilpatrick Townsend's Trademark Practice Receives Gold Level Recognition in the 2018 World Trademark Review 1000

January 25, 2018

### [Alerts](#)

Key Takeaways: IP 101 for Non-IP Counsel

February 10, 2017

### [Events](#)

Technology and IP Forum: IP 101 for Non-IP Counsel

February 7, 2017

### [In The News](#)

Kilpatrick Townsend's Media Report, October 22 - November 4, 2016

November 7, 2016

### [Alerts](#)

Key Takeaways from the Advanced Trademark Law Seminar



October 21, 2016

#### [Events](#)

Updates from Around the Globe Affecting Portfolios and Registration Strategies

October 20, 2016

#### [In The News](#)

KT is...Trending, October 7-14, 2016

October 17, 2016

#### [Events](#)

Risk Management: Rational Decision Making in an Unpredictable, Irrational World

September 23, 2016

#### [In The News](#)

Kilpatrick Townsend's Media Report August 26 - September 1, 2016

September 2, 2016

#### [In The News](#)

Kilpatrick Townsend's Media Report August 19-26, 2016

August 26, 2016

#### [In The News](#)

Amazon Atty Returns To Kilpatrick Townsend As IP Partner

August 26, 2016

#### [News Releases](#)

Partner Allisen Pawlenty-Altman Rejoins Kilpatrick Townsend's Intellectual Property Department in Washington, DC

August 22, 2016

#### [In The News](#)

Allisen Pawlenty-Altman Quoted in INTA Daily News re: "May The Enforcement Be With You"

May 25, 2016



[Events](#)

Trademark and Copyright Law in Digital Enforcement

May 23, 2016