

## Tywanda Harris Lord

### Partner

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### Services

Trademark, Copyright &  
Advertising  
Advertising Counseling & Disputes  
Online & Digital Enforcement  
Trademark Litigation  
Intellectual Property



Ty Lord specializes in trademark and advertising counseling and litigation. She represents brand owners across a broad spectrum of industries including sports and intimate apparel, consumer products, and hospitality. Early in her career, Ms. Lord devoted part of her practice to prosecuting and litigating patents and, for a brief period, served as an assistant district attorney. She also served as interim in-house counsel for a Fortune 500 consumer products company. Ms. Lord leverages her diverse background to advance her clients' business objectives. She regularly partners with clients to develop practical and creative solutions to legal issues. Her approach to litigation has led to excellent results for clients in federal courts across the United States and in cancellation and opposition proceedings in the U.S. Patent and Trademark Office. Ms. Lord also proactively advises clients on a variety of issues to minimize the risk of disputes while maximizing the visibility of clients' brand, including trademark clearance and portfolio management and managing social media advertising campaigns and the intellectual property and right of publicity issues that accompany them. Ms. Lord currently serves as a member of her firm's Executive Committee.

p>Ms. Lord was listed in the 2021 and the six immediately preceding editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*. She was recommended in 2016, 2017 and 2018 by *Legal 500 US* for Non-Contentious Trademark Law. Ms. Lord was listed in *The Best Lawyers in America®* in 2020 and the five years immediately preceding for Intellectual Property Litigation and Food and Beverage Law. She was recognized in 2020 and the five years prior as a Georgia "Super Lawyer" and in 2013 as a Georgia "Rising Star" in the area of Intellectual Property Litigation by *Super Lawyers* magazine. Ms. Lord was recognized as a "Leader in Corporate Citizenship" in 2021 by the *Atlanta Business Chronicle* for finding the perfect intersection of social good and corporate success by integrating relevant



societal concerns into her core operating strategies and embracing them as positive for businesses, customers, employees, and the metro Atlanta community. In 2020, she was recognized by *Daily Report's* Georgia Legal Awards as a "Best Mentor" for the way she has nurtured less-experienced colleagues to become better lawyers and in 2013, Ms. Lord was named one of Georgia's Attorneys "On the Rise" by the *Daily Report*. She was named as one of *Georgia Trend's* 2018 "Legal Elite" for Intellectual Property Law.

### **Experience**

The firm represented a multinational *Fortune* 100 mail, package, and freight delivery corporation in a trademark infringement matter. The plaintiff claims that our client infringed its trademark when it launched an application under a similar designation. The application allows online sellers to import order data and print shipping labels to ship orders.

Serves as outside intellectual property counsel for international apparel retailer and wholesaler for over 75 years in connection with U.S. and international trademark portfolio management, trademark, patent, copyright and advertising advice, licensing and a broad range of contentious and non-contentious intellectual property and advertising matters.

Represents a global consumer products company and the owner of some of the most recognized brands for T-shirts, underwear, hosiery and activewear and routinely advises the client on advertising related issues that include reviewing advertising copy, securing rights from models, photographers and musicians, drafting and negotiating agreements for celebrity spokespersons, product placement in motion pictures, and event sponsorships.

The firm served as lead counsel for Genesco Inc. in defense of patent infringement allegations relating to an orthotic device. Plaintiffs asserted a multi-count complaint involving patent, trade secret, conversion, and unjust enrichment theories concerning shoe insert technology. We successfully secured and defended on appeal a summary judgment of non-infringement. *Schoenhaus v. Genesco, Inc.*, 351 F. Supp.2d 320 (E.D. Pa. 2005), *aff'd* 440 F.3d 1354 (Fed. Cir. 2006).

Represented American Eagle Outfitters in asserting its trademarks and advertising motif relative to advertising and sale of AMERICAN EAGLE footwear by Payless. The firm obtained a preliminary injunction prohibiting objectionable practices and requiring a prominent disclaimer of any affiliation with American Eagle Outfitters. Ultimately, the case was favorably settled. *American Eagle Outfitters v. Payless Shoe Source, Inc.*, No. 071675 (E.D.N.Y. Nov. 10, 2008).

### **Education**



Wake Forest University J.D. (1999)

Georgia Institute of Technology B.S. (1996) Industrial Engineering

### **Admissions**

Georgia (2004)

North Carolina (1999)

### **Court Admissions**

U.S. Patent and Trademark Office (2000)

### **Professional & Community Activities**

American Bar Association, Intellectual Property Law Section, Annual Review Board, Member

Georgia First Amendment Foundation, Board of Directors, Member

Georgia Justice Project, Board of Directors, Member

Leadership Atlanta, Class of 2015, Member

Leadership Council on Legal Diversity (LCLD), 2018 Class of Fellows, Member

State Bar of Georgia, Investigative Panel Member

### **Insights**

#### [News Releases](#)

*Atlanta Business Chronicle* Recognizes Ty Lord as Leader in Corporate Citizenship  
February 25, 2021

#### [News Releases](#)

Kilpatrick Townsend Earns Top Ranking from 2021 World Trademark Review  
February 17, 2021

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

INTA Interview with Ty Lord | Brands, Diversity, and Inclusion  
November 5, 2020

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

Ty Lord | Daily Report's Georgia Legal Awards 2020: Best Mentor  
August 25, 2020



### [News Releases](#)

Record-Breaking Recognition for Kilpatrick Townsend in *The Best Lawyers in America*® 2021  
August 20, 2020

### [News Releases](#)

Kilpatrick Townsend Attorneys Named 2020 Georgia Super Lawyers  
March 6, 2020

### [In The News](#)

Kilpatrick Townsend's Trademark Team Earns Top Ranking From World Trademark Review  
February 20, 2020

### [Perspectives](#)

Video | The Law of Advertising  
December 10, 2019

### [News Releases](#)

Record-Breaking Recognition for Kilpatrick Townsend in *The Best Lawyers in America*® 2020  
August 15, 2019

### [Perspectives](#)

Video | Inaugural Honoree, Facebook's Law Firm Diversity Champion Award  
June 28, 2019

### [In The News](#)

Facebook Selects Kilpatrick for New Law Firm Diversity Award  
June 25, 2019

### [News Releases](#)

Facebook Selects Kilpatrick Townsend for Inaugural Law Firm Diversity Award  
June 24, 2019

### [Perspectives](#)

5 Key Takeaways | The Law of Advertising  
June 3, 2019



### [Events](#)

Navigating A Man's World

March 9, 2019

### [News Releases](#)

Kilpatrick Townsend Achieves Recognition for 2019 Georgia Super Lawyers

February 28, 2019

### [News Releases](#)

Kilpatrick Townsend Names Tywanda Lord to Executive Committee

February 27, 2019

### [News Releases](#)

Kilpatrick Townsend's Trademark Practice Receives Gold Level Recognition

February 5, 2019

### [News Releases](#)

Kilpatrick Townsend Attorneys Named 2018 "Legal Elite"

December 31, 2018

### [In The News](#)

Record-Breaking Recognition for Kilpatrick Townsend in The Best Lawyers in America® 2019

August 20, 2018

### [News Releases](#)

Kilpatrick Townsend Receives Top Rankings from 2018 Legal 500 US

June 11, 2018

### [News Releases](#)

Kilpatrick Townsend Once Again Achieves Recognition for 2018 Georgia Super Lawyers

February 28, 2018

### [News Releases](#)

Kilpatrick Townsend's Ty Lord Named 2018 Leadership Council on Legal Diversity Fellow

February 15, 2018



## [Perspectives](#)

KTS Advertising Law Guides: Anatomy of a False Advertising Challenge

February 12, 2018

## [News Releases](#)

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

January 25, 2018

## [News Releases](#)

Kilpatrick Townsend Recognized by Prestigious 2017 Legal 500 US

October 2, 2017

## [News Releases](#)

Record-Breaking Recognition for Kilpatrick Townsend in The Best Lawyers in America® 2018

August 15, 2017

## [News Releases](#)

Kilpatrick Townsend Announces 2016 Kilpatrick Townsend Pro Bono Awards

April 12, 2017

## [News Releases](#)

Kilpatrick Townsend Once Again Achieves Recognition for 2017 Georgia Super Lawyers

February 28, 2017

## [News Releases](#)

Kilpatrick Townsend's Trademark Practice Receives Gold Level Recognition in the 2017 World Trademark Review 1000

February 9, 2017

## [Alerts](#)

Key Takeaways from the Advanced Trademark Law Seminar

October 21, 2016

## [Publications](#)

Top Takeaways from the 2016 Advanced Trademark Law Seminar



October 10, 2016

[News Releases](#)

Kilpatrick Townsend Earns Record-Breaking Recognition in Annual Best Lawyers in America 2017  
August 16, 2016

[News Releases](#)

Kilpatrick Townsend Recognized by Prestigious 2016 Legal 500 US  
June 20, 2016

[News Releases](#)

Kilpatrick Townsend's Media Report May 13-19, 2016  
May 20, 2016

[In The News](#)

Kilpatrick Townsend's Media Report November 6-19, 2015  
November 20, 2015

[In The News](#)

Kilpatrick Townsend's Media Report September 11-24, 2015  
September 25, 2015

[In The News](#)

Kilpatrick Townsend's Media Report September 4-10, 2015  
September 11, 2015

[News Releases](#)

Kilpatrick Townsend Earns Record-Breaking Recognition in Annual Best Lawyers in America 2016  
August 19, 2015

[In The News](#)

Kilpatrick Townsend's Media Report August 7-13, 2015  
August 14, 2015

[News Releases](#)



Kilpatrick Townsend's Ty Lord Elected to the Board of Directors of the Georgia Justice Project  
August 4, 2015

[News Releases](#)

Kilpatrick Townsend Once Again Achieves Recognition for 2015 Georgia Super Lawyers  
February 26, 2015

[News Releases](#)

Kilpatrick Townsend Once Again Receives Top Recognition in 2015 World Trademark Review 1000  
February 5, 2015