

Tiffani D. Otey

Associate

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Services

Advertising Counseling & Disputes

Brand Licensing & Related

Transactions

Clearance & Portfolio Management

Intellectual Property

Online & Digital Enforcement

Trademark Litigation

Trademark, Copyright &

Advertising

Industries

Apparel, Accessories & Luxury

Goods

Automotive

Consumer Goods

Food, Restaurant & Beverage

Health & Life Sciences

Home Furnishings

Media & Entertainment

Technology

Tiffani Otey assists businesses with protecting their valuable brands. Her experience includes all aspects of trademark protection, from selection of an available trademark, to protection of the mark under the applicable federal and common laws, to enforcement of that mark against infringements and unauthorized uses. She has considerable experience practicing before the United States Trademark Office and the Trademark Trial and Appeal Board. Tiffani also assists clients with disputes over online trademark uses, including disputes involving use of trademarks on social media and in domain names.

Prior to joining the firm, Tiffani was an intellectual property associate in the Winston-Salem, North Carolina office of a transatlantic law firm where she practiced on the Trademark Team of its Intellectual Property, Data and Technology service group. As a visiting professor at Wake Forest University School of Law, Tiffani taught a full-semester, upper level course on trademark law in 2016.

While attending law school, Tiffani was member of the staff of the *Wake Forest Law Review* and the *Wake Forest Intellectual Property Law Journal*.

Experience

*Strategically managed national and international trademark portfolios for a large automobile franchise company, protecting the client's valuable branding assets.

*Assisted an international apparel company with retrieving Instagram accounts from unauthorized and



infringing users.

*Successfully retrieved a valuable domain name for a financial services client from professional cybersquatter via Uniform Domain Name Dispute Resolution Policy arbitration and negotiated settlement.

*Implemented social media management strategy for a multinational conglomerate involved in manufacturing, trading, and investments. The new strategy resulted in a swift takedown of social media accounts impersonating key client executives.

*Experience gained by attorney prior to joining Kilpatrick Townsend

Education

Wake Forest University School of Law, J.D. (2010) *cum laude*, *CALI Awards*

University of Maryland, B.A., Sociology and Communication (2007)

Admissions

North Carolina (2010)

Insights

[News Releases](#)

Kilpatrick Townsend Grows its Trademark and Copyright Team in Winston-Salem

September 16, 2019

[Publications](#)

Girl Scouts File Trademark Complaint Against Rival Boy Scouts

December 27, 2018

[Publications](#)

Supreme Court Slants in Favor of Rock Band in Landmark Trademark Case

June 20, 2017