

Melissa B. Capotosto

Senior Associate

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Services

Brand Licensing & Related
Transactions

Clearance & Portfolio Management

Intellectual Property

Online & Digital Enforcement

Trademark, Copyright &
Advertising

Industries

Apparel, Accessories & Luxury
Goods

Consumer Goods

Food, Restaurant & Beverage

Media & Entertainment

Technology

Melissa Capotosto focuses her practice on global trademark portfolio management, including clearance, prosecution, enforcement, and counseling. Melissa works with clients to strategically develop and expand their brands in the United States and internationally. She engages consistently with foreign counsel to work through complex prosecution issues and resolve international and cross-jurisdictional disputes. Melissa has also represented clients before the Trademark Trial and Appeal Board and in Uniform Domain-Name Dispute Resolution Policy (UDRP) proceedings.

Prior to joining the firm, Melissa was an associate in the Atlanta, Georgia office of a national law firm where she concentrated her practice on trademark, trade dress, copyright, and patent matters. Previously, Melissa worked as an associate representing artists and companies at an Atlanta entertainment law firm.

Melissa was awarded the 2018 President's Award for her active involvement on the Board of the Georgia Association for Women Lawyers. While attending law school at Emory University, Melissa received the Dean's Award for Outstanding Achievement in Internet Law, Doing Deals: IP Transactions, and Art Law. She worked as a research assistant for Professor Michael Kang and served as an intern for a nonprofit organization for the representation of artists, a boutique media law firm, and in the legal department of a television station in Atlanta.

Experience

Represents a *Fortune* 100 multinational technology corporation in foreign trademark disputes.



Provides international and domestic trademark portfolio management, brand strategy, dispute management, and counseling services to a *Fortune* 100 multinational media and entertainment corporation.

Represents a *Fortune* 500 travel and accommodations corporation in trademark clearance and foreign and domestic trademark prosecution.

Education

Emory University School of Law, J.D. (2013) *with honors, Dean's List*

University of Maryland, B.A., Broadcast Journalism (2010) *cum laude*

University of Maryland, B.A., Government and Politics (2010)

Admissions

Georgia (2013)

Professional & Community Activities

Atlanta IP Inn of Court, Member

International Trademark Association (INTA), Member

Georgia Bar Association, Intellectual Property Section, Trademark Committee, Member

Georgia Association for Women Lawyers, Member; Board Member (2014-2019)

Insights

[Events](#)

Trademark Law Update

April 26, 2019

[News Releases](#)

Kilpatrick Townsend Adds Melissa Capotosto in Atlanta

January 4, 2017

[Events](#)

Building Your Brand: Pointers and Pitfalls for Growing Your Practice

November 3, 2016