



George L. Little Jr.

Special Counsel

1001 West Fourth Street , Winston-Salem , NC USA 27101

t 336.607.7325 | f 336.734.2620

glittle@kilpatricktownsend.com

Services

Antitrust & Trade Regulation

Antitrust Litigation

Copyright Litigation & Counseling

Government & Regulatory

Intellectual Property

Industries

Apparel, Accessories & Luxury

Goods

Food, Restaurant & Beverage

George Little has been practicing law for over 40 years and has extensive experience counseling clients regarding branding, marketing, advertising and competition issues. Mr. Little's current practice emphasis includes brand creation and protection, design creation and protection and marketing and distribution of branded products.

Mr. Little has been recognized in *The Best Lawyers in America*[®] for Intellectual Property, Antitrust Law, and Commercial Litigation for 29 years and in 2012, he was named a "Lawyer of the Year" for the Greensboro region in the area of Trademark Law. Mr. Little was recognized as one of *Business North Carolina's* "Legal Elite" for Antitrust Law in 2019 and has been recognized every year since 2002. He was listed as a North Carolina "Super Lawyer" in Intellectual Property in 2009 and 2010 by *Super Lawyers* magazine. Mr. Little was listed in the 2009 and 2010 editions of *Chambers USA: American's Leading Lawyers for Business* in the Antitrust area and in 2011, he was listed as a "Senior Statesman" for Antitrust Law. Mr. Little was a recipient of the Davidson College Alumni Service Award in 2004. He is AV[®] rated by Martindale-Hubbell.*

*CV, BV, and AV are registered certification marks of Reed Elsevier Properties Inc., used in accordance with the Martindale-Hubbell certification procedure's standards and policies.

Experience

Represented an export company in a breach of contract claim and counterclaim for trade dress infringement which resulted in preliminary injunction against the plaintiff and a favorable opinion by the Fourth Circuit Court of Appeals.

Represented a *Fortune* 200 consumer goods company in a suit for false and misleading advertising and

successfully enjoined a print advertisement.

Represented Universal Furniture International Inc., a home furnishings manufacturer, in a suit against Collezione Europa USA, Inc., a furniture wholesaler, based on Collezione's infringing imitations of Universal's highly successful Grand Inheritance and English Manor furniture collections and Collezione's marketing of those imitations. The court found (1) that Collezione had infringed upon Universal's valid copyrights in Universal's Grand Inheritance collection and English Manor collection; (2) that Collezione had passed off Universal's furniture as Collezione's, in violation of the Lanham Act; and (3) that Collezione's violation of the Lanham Act also constituted an unfair and deceptive trade practice in violation of N.C. Gen. Stat. § 75-1.1. After additional hearings related to monetary remedies the court awarded Universal Furniture International Inc. an amount that represented the entirety of Collezione's gross sales of the infringing furniture, as permitted by the Copyright Act.

Universal Furniture Int'l, Inc. v. Collezione Europa USA, Inc., No. 1:04CV00977, 2007 U.S. Dist. LEXIS 31026, *aff'd*, 2009 U.S. Dist. LEXIS 10880 (M.D.N.C. Feb. 12, 2009).

Represented the manufacturer of Leggs[®] pantyhose in action to enjoin use of LEG LOOKS[®] mark on re-designed packaging. The Fourth Circuit reversed the judge of the District Court and remanded the case with instructions to enter an order permanently enjoining defendant from affixing its LEG LOOKS[®] trademark to any of its products placed in the same channels of distribution as those in which Leggs[®] products are sold. *Sara Lee Corp. v. Kayser-Roth Corp.*, 81 F.3d 455 (4th Cir. 1996).

Education

University of North Carolina at Chapel Hill, J.D. (1967)

with honors

Davidson College, A.B. (1964)

Admissions

North Carolina (1967)

Professional & Community Activities

American Bar Association, Antitrust Section, Past Member and Past Committee Chair

Idealliance, Board Member

International Trademark Association, Distinguished Panel of Neutrals, Past Member

North Carolina Bar Association, Member

Augsburg Lutheran Church, Past Council Member



The Greater Winston-Salem Chamber of Commerce, Past Chairman
Piedmont Opera Theatre, Past Board and Executive Committee Member
Piedmont Triad Partnership, Past Executive Committee and Board Member
Rotary Club, Past Board Member
St. Andrew's Society of North Carolina, Past President
U.S. Army Missile Command, Staff Lawyer and Prosecutor (1967-1971)
Winston-Salem Business, Inc., Past Chairman
Winston-Salem/Forsyth County Utilities Commission, Planning and Operations Committee, Past Chair

Insights

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

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Kilpatrick Townsend Attorneys Selected To Business North Carolina Magazine's 2019 "Legal Elite"
January 10, 2019

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Record-Breaking Recognition for Kilpatrick Townsend in *The Best Lawyers in America*® 2019
August 20, 2018

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Kilpatrick Townsend Attorneys Selected To Business North Carolina Magazine's 2018 "Legal Elite"
January 11, 2018

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Record-Breaking Recognition for Kilpatrick Townsend in *The Best Lawyers in America*® 2018
August 15, 2017

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



[In The News](#)

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

September 25, 2015

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Kilpatrick Townsend Earns Record-Breaking Recognition in Annual Best Lawyers in America 2016

August 19, 2015