

## Virginia S. Taylor

### Senior Counsel

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#### Services

Advertising Counseling & Disputes  
Brand Licensing & Related Transactions  
Clearance & Portfolio Management  
Copyright Litigation & Counseling  
Intellectual Property  
Trademark, Copyright & Advertising

#### Industries

Apparel, Accessories & Luxury Goods  
Financial Services  
Food, Restaurant & Beverage

Media & Entertainment

Virginia Taylor specializes in domestic and international trademark, unfair competition, advertising and copyright law, including both contentious and non-contentious matters, with a particular emphasis on international brand strategy. She has been recognized repeatedly as one of the World's Leading Women in Business Law.

Ms. Taylor has worked extensively in Europe and serves as the sole American law firm representative on the Council of MARQUES, the association of European Brand Owners. She has managed multiple confidential worldwide rights clearance and re-branding programs resulting from spin-offs, mergers and acquisitions by major publicly-traded companies. Her experience also includes drafting and negotiating endorsement and licensing agreements with athletes, designers and strategic brand extension partners in the sporting goods, apparel, footwear and luxury goods industries. Ms. Taylor has served as counsel in over 100 U.S. federal court matters relating to trademarks, advertising, personality rights, copyright, unfair competition and antitrust issues. She is admitted to the bars of the First, Second, Fourth, Fifth, Seventh, and Eleventh Federal Circuits, as well as the U.S. Supreme Court.

Ms. Taylor has been active for many years in International Trademark Association (INTA). She co-chaired the Annual Meeting of United States Trademark Association in Nashville and served on the Board of that organization at the time the International Trademark Association name was adopted. She has chaired the INTA Publications Committee and International Forums Committee and has served on multiple other INTA



committees. She was the original editor of INTA's State Law of Trademarks and Unfair Competition and original author of the U.S. Chapter of Worldwide Trademark Transfers published by INTA. She has served as a seminar chair and a speaker on numerous programs for ALI-ABA, MARQUES and INTA. In 2014, she received the INTA President's Award, the organization's highest honor, in recognition of over 30 years of volunteer service to INTA and the trademark profession.

Ms. Taylor has been recognized in the leading directories of intellectual property lawyers, including *The Best Lawyers in America*<sup>®</sup> for over 20 years; *Legal Media Group Expert Guides* including: [www.legalmediagroup.com](http://www.legalmediagroup.com); *Guide to the World's Leading Trademark Law Practitioners* and *Guide to the World's Leading Women in Business Law*; *Who's Who Legal*; and *The International Who's Who of Business Lawyers*. She was also named a 2012 "Atlanta Lawyer of the Year" in the area of Trademark Law by *The Best Lawyers in America*<sup>®</sup>. Ms. Taylor has been repeatedly recognized as a Georgia "Super Lawyer" by *Super Lawyers* magazine, most recently in 2020. She was honored in 2017 by the *Fulton County Daily Report* with its "Lifetime Achievement" Award. Ms. Taylor is rated AV<sup>®</sup> Preeminent<sup>™</sup> by Martindale-Hubbell.\*

\*AV<sup>®</sup> Preeminent<sup>™</sup> is a registered certification mark of Reed Elsevier Properties Inc., used in accordance with the Martindale-Hubbell certification procedure's standards and policies.

## **Education**

Emory University School of Law, J.D.

Smith College, A.B.

## **Admissions**

Georgia (1977)

## **Professional & Community Activities**

Former Trustee of Atlanta Girls' School

Atlanta Lawyers Club

International Trademark Association (INTA), Publications Committee Member

MARQUES, Council Member, Programming Team Member

Smith College Club of Atlanta

Leadership Atlanta Alumna

Former Board Member of The Piedmont Park Conservancy; Emory University Law School Alumnae Council; YWCA of Metropolitan Atlanta; Olmstead Parks Society; and Citizen's Advisory Council of The Atlanta Regional Commission



## Insights

### [News Releases](#)

Kilpatrick Townsend Attorneys Named 2020 Georgia Super Lawyers

March 6, 2020

### [News Releases](#)

Thirty-nine Kilpatrick Townsend Attorneys Named to 2018-2019 *International Who's Who of Business Lawyers*

October 22, 2019

### [News Releases](#)

Record-Breaking Recognition for Kilpatrick Townsend in *The Best Lawyers in America*® 2020

August 15, 2019

### [News Releases](#)

Kilpatrick Townsend Achieves Recognition for 2019 Georgia Super Lawyers

February 28, 2019

### [In The News](#)

Kilpatrick Townsend Ranked Among Top-Three in the World for Trademark by 2018 Who's Who Legal

October 8, 2018

### [In The News](#)

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

August 20, 2018

### [News Releases](#)

Forty-Four Kilpatrick Townsend Attorneys Named to 2017 - 2018 *International Who's Who of Business Lawyers*

March 19, 2018

### [News Releases](#)

Kilpatrick Townsend Once Again Achieves Recognition for 2018 Georgia Super Lawyers

February 28, 2018

### [News Releases](#)

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



August 15, 2017

[In The News](#)

Professional Excellence 2017: Lifetime Achievement, Virginia Taylor

July 6, 2017

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Kilpatrick Townsend Once Again Achieves Recognition for 2017 Georgia Super Lawyers

February 28, 2017

[News Releases](#)

Kilpatrick Townsend Earns Record-Breaking Recognition in Annual Best Lawyers in America 2017

August 16, 2016

[News Releases](#)

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

August 19, 2015

[News Releases](#)

Ten Kilpatrick Townsend Attorneys Named to 2015 International Who's Who of Trademark Lawyers

August 13, 2015

[Alerts](#)

Understanding B & B Hardware and Strategic Responses to the Opinion

March 31, 2015

[News Releases](#)

Kilpatrick Townsend Once Again Achieves Recognition for 2015 Georgia Super Lawyers

February 26, 2015