

## Food, Restaurant & Beverage

# On The Menu

With increased competition, rising costs, and changes in consumer needs, companies in the food, beverage, and restaurant sector need legal counsel that can help them improve their bottom line, while meeting consumer demands. At Kilpatrick Townsend, we have a long history of working with global corporations and Fortune 500 manufacturers, distributors, and franchisors in the food, beverage, and restaurant sector. We fully understand the industry, as well as its evolving opportunities, risks, and challenges. From brand protection and intellectual property advice since 1893 to business guidance and litigation support, our attorneys provide comprehensive legal strategies backed by the resources and capabilities of a full-service law firm. We serve companies of all sizes — including some of the largest and most recognized industry brands — involved in food processing packaged foods and meats; crops; agricultural products; groceries and related products; and beverages (non-alcoholic and alcoholic), including distilleries, wineries, and breweries. We also counsel restaurants and fast-food chains, including wholly-owned and franchise entities.

### Focus Areas

- U.S. & International IP Protection for Inventions, Brands, Logos & Designs
- IP Dispute Negotiation, Litigation & Alternative Dispute Resolution
- Anti-Counterfeiting & Gray Market Strategies & Enforcement Programs
- Design & Utility Patent Clearance, Prosecution, Procurement & Enforcement
- Complex Business Litigation, Insurance Recovery, Class Action Litigation, Product Liability & Privacy Breach Remediation
- Corporate & Transactional Work, including incorporation, tax, leases, mergers and acquisitions, distribution, licensing, franchising, endorsement, cybersecurity, outsourcing, technology, sales agreements, and other commercial transactions
- Advertising, Privacy & Social Media Policies & Guidelines
- Labor & Employment
- Employee Benefits & Executive Compensation
- Environmental Counseling & Compliance, Corporate & Social Responsibility Policies & Implementation
- Federal, State & Local Regulatory Compliance

## Primary Contacts

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