

## Marcos Alvarez

### Associate

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#### Services

Intellectual Property  
Trademark, Copyright &  
Advertising  
Clearance & Portfolio Management  
Online & Digital Enforcement

#### Industries

Financial Services  
Food, Restaurant & Beverage  
Retail & Consumer Goods  
Technology  
Media & Entertainment

Marcos Alvarez focuses his practice on international and domestic trademark prosecution as well as U.S. trademark disputes and oppositions before the Trademark Trial and Appeal Board (TTAB). Marcos represents clients in a variety of industries, including financial services, food, restaurant and beverage, retail and consumer goods, technology, entertainment, and professional sports.

Prior to joining the firm, Marcos was an associate in the Atlanta, Georgia office of an international law firm in its intellectual property litigation practice group where he focused his practice on patent, trademark, and trade secret matters. Marcos has familiarity with a variety of technologies, including consumer goods, building materials, automated banking systems, payment systems, consumer electronics, wireless and mobile communications technology.

While attending law school, Marcos served as a law clerk in the intellectual property department of a multinational beverage company headquartered in Atlanta, Georgia and at a Fortune Global 500 company, whose subsidiaries provide insurance, investment management, and other financial products and services.

While at Emory Law, Marcos served on the Moot Court Society's Intellectual Property Team and participated in the interdisciplinary TI:GER transactional program, where he worked to transform highly promising biotechnology into economically viable products.

Marcos is fluent in Spanish.

#### Experience

\*Obtained settlement in favor of a multi-brand restaurant operator in a trademark infringement action.

\*Represented multinational beverage company in cancellation proceedings before the Trademark Trial and



Appeal Board (TTAB).

\*Coordinated copyright enforcement action for designer and manufacturer of well-known insulated hydration vessels.

\*Advised a private investment firm on intellectual property issues relating to the acquisition of a specialized distributor of premium quality synthetic turf company, an environmental monitoring instruments company, and a software manufacturer.

\*Represented payment solutions provider in a patent enforcement action against direct competitor.

\*Represented leading ATM manufacturer in a patent defense action relating to deposit automation technologies.

\*Represented multinational telecommunications conglomerate in a patent litigation dispute relating to wireless communications standards and technology.

\*Experience gained by attorney prior to joining Kilpatrick Townsend

### **Education**

City University of New York City College B.A. (2015) Political Science and International Relations, *summa cum laude*

Emory University School of Law J.D. (2018)

### **Admissions**

Georgia (2018)

### **Court Admissions**

State and Superior Courts of Georgia

U.S. District Court for the Eastern District of Texas

U.S. District Court for the Northern District of Georgia

### **Professional & Community Activities**

Kids in Need of Defense, Volunteer Attorney

### **Insights**

#### [News Releases](#)

Marcos Alvarez Joins Kilpatrick Townsend's Trademark & Copyright Team in Atlanta

June 29, 2021

#### [Publications](#)



How 'Trademark Trolls' Are Trying to Make the Most of the Pandemic  
November 1, 2020