

Insights: News

## Kilpatrick Townsend Names Tywanda Lord to Executive Committee

February 27, 2019

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**ATLANTA (February 27)** – Kilpatrick Townsend announced today that **Tywanda Lord**, a partner in the firm's Atlanta office, was appointed to the firm's Executive Committee. Similar to a Board of Directors, the 12 members of the Executive Committee are responsible for considering issues of strategic direction and policy for the firm. Kilpatrick Townsend's leadership joined attorneys and staff from the firm's offices across the country in Atlanta recently at a "toast" in her honor to celebrate this prestigious appointment.

"I am honored and grateful to take this next step in my career," said Ms. Lord. "The opportunity to play an important role in the firm's future is one that I take very seriously. I am excited to work with my colleagues to make sure we are well positioned for growth and success into the next decade."

Ty Lord focuses her practice on trademark and advertising counseling and litigation. She represents brand owners across a broad spectrum of industries including sports and intimate apparel, consumer products, and hospitality. Early in her career, Ms. Lord devoted part of her practice to prosecuting and litigating patents and, for a brief period, served as an assistant district attorney. She also served as interim in-house counsel for a Fortune 500 consumer products company. Ms. Lord leverages her diverse background to advance her clients' business objectives. She regularly partners with clients to develop practical and creative solutions to legal issues.

Ms. Lord also proactively advises clients on a variety of issues to minimize the risk of disputes while maximizing the visibility of clients' brand, including trademark clearance and portfolio management and managing social media advertising campaigns and the intellectual property and right of publicity issues that accompany them. Ms. Lord has served as the Deputy Chair of the firm's Diversity Council and as a member of the State Bar of Georgia Diversity Steering Committee.

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## Related People

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