



Betsy P. Bengtson

Senior Associate

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Services

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

Industries

Apparel, Accessories & Luxury
Goods
Food, Restaurant & Beverage
Media & Entertainment
Technology

Betsy Bengtson focuses her practice on trademark and brand protection issues. Betsy counsels clients on a range of trademark matters including domestic and international trademark clearance, prosecution, portfolio management, and enforcement. Betsy also has experience developing and executing global trademark protection and enforcement strategies and reviewing product packaging and advertisements for proper trademark use.

Prior to joining the firm, Betsy was a trademark associate in the Denver, Colorado office of a national law firm where her practice focused on global trademark portfolio management and trademark clearance and enforcement.

While attending the University of Denver Sturm College of Law, Betsy served as a student attorney in the Civil Litigation Clinic of its Student Law Office, a law clerk for the law firm she later joined as an associate, a law clerk for two law firms based in Denver, Colorado, and a legal intern in the Office of Senator Mike Johnston in Denver, Colorado. Betsy was also a research assistant for Professor Viva Moffat (copyright law) and Candidacy Editor of the *Denver University Law Review*.

Prior to attending law school, Betsy worked in media at an advertising agency and this experience gives her a unique and valuable perspective when advising clients on their trademark matters.

Betsy was recognized in 2022 as one of the "Best Lawyers: Ones to Watch" for Intellectual Property Law by *The Best Lawyers in America*®.

Education

University of Denver Sturm College of Law J.D. (2013)

University of Kansas B.S. (2008) Journalism, emphasis in Strategic Communications



Professional & Community Activities

International Trademark Association (INTA), Member

Colorado Bar Association, Member

Denver Bar Association, Member

Insights

[News Releases](#)

Kilpatrick Townsend Receives Top-Tier Recognition in the 2022 Edition of *Best Lawyers: Ones to Watch in America*

August 19, 2021

[Perspectives](#)

Video | Meet the New Trademark & Copyright Attorneys

October 22, 2019

[News Releases](#)

Kilpatrick Townsend Adds Betsy Bengtson to Denver Office

October 14, 2019

[Events](#)

Brand Protection/Trademark Panel and Workshop

September 12, 2016