

## **Tywanda Harris Lord**

### **Partner**

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### **Services**

Advertising Counseling & Disputes  
Intellectual Property  
Online & Digital Enforcement  
Trademark Litigation  
Trademark, Copyright &  
Advertising





Ty Lord specializes in 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. Her approach to litigation has led to excellent results for clients in federal courts across the United States and in cancellation and opposition proceedings in the U.S. Patent and Trademark Office. 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 currently serves as a member of her firm's Executive Committee.

Ms. Lord was listed in the 2023 and the eight immediately preceding editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*. She was recommended in 2016, 2017 and 2018 by *Legal 500 US* for Non-Contentious Trademark Law. Ms. Lord was listed in *The Best Lawyers in America®* in 2023 and the eight years immediately preceding for Intellectual Property Litigation, Food and Beverage Law, and Trademark Law. She was recognized in 2023 and the eight years prior as a Georgia "Super Lawyer" and in 2013 as a Georgia "Rising Star" in the area of Intellectual Property Litigation by *Super Lawyers* magazine. Ms. Lord as recognized as an "IP Star" in 2022 by *Managing Intellectual Property* magazine. She was recognized as a "Leader in Corporate Citizenship" in 2021 by the *Atlanta Business Chronicle* for finding the perfect intersection of social good and corporate success by integrating relevant societal concerns into her core operating strategies and embracing them as positive for businesses, customers, employees, and the metro Atlanta community. In 2020, Ms. Lord was recognized by *Daily Report's* Georgia Legal Awards as a "Best Mentor" for the way she has nurtured less-experienced colleagues to become better lawyers and in 2013, she was named one of Georgia's Attorneys "On the Rise" by the *Daily Report*. Ms. Lord was named as one of *Georgia Trend's* 2018 "Legal Elite" for Intellectual Property Law.

## Experience

The firm represented a multinational *Fortune* 100 mail, package, and freight delivery corporation in a trademark infringement matter. The plaintiff claims that our client infringed its trademark when it launched an application under a similar designation. The application allows online sellers to import order data and print shipping labels to ship orders.

Serves as outside intellectual property counsel for international apparel retailer and wholesaler for over 75 years in connection with U.S. and international trademark portfolio management, trademark, patent, copyright and advertising advice, licensing and a broad range of contentious and non-contentious intellectual property and advertising matters.

Represents a global consumer products company and the owner of some of the most recognized brands for T-shirts, underwear, hosiery and activewear and routinely advises the client on advertising related issues that include reviewing advertising copy, securing rights from models, photographers and musicians, drafting and



negotiating agreements for celebrity spokespersons, product placement in motion pictures, and event sponsorships.

The firm served as lead counsel for Genesco Inc. in defense of patent infringement allegations relating to an orthotic device. Plaintiffs asserted a multi-count complaint involving patent, trade secret, conversion, and unjust enrichment theories concerning shoe insert technology. We successfully secured and defended on appeal a summary judgment of non-infringement. *Schoenhaus v. Genesco, Inc.*, 351 F. Supp.2d 320 (E.D. Pa. 2005), *aff'd* 440 F.3d 1354 (Fed. Cir. 2006).

Represented American Eagle Outfitters in asserting its trademarks and advertising motif relative to advertising and sale of AMERICAN EAGLE footwear by Payless. The firm obtained a preliminary injunction prohibiting objectionable practices and requiring a prominent disclaimer of any affiliation with American Eagle Outfitters. Ultimately, the case was favorably settled. *American Eagle Outfitters v. Payless Shoe Source, Inc.*, No. 071675 (E.D.N.Y. Nov. 10, 2008).

### **Education**

Wake Forest University J.D. (1999)

Georgia Institute of Technology B.S. (1996) Industrial Engineering

### **Admissions**

Georgia (2004)

North Carolina (1999)

### **Court Admissions**

U.S. Patent and Trademark Office (2000)

### **Professional & Community Activities**

American Bar Association, Intellectual Property Law Section, Annual Review Board, Member

Georgia First Amendment Foundation, Board of Directors, Member

Georgia Justice Project, Board of Directors, Member

Leadership Atlanta, Class of 2015, Member

Leadership Council on Legal Diversity (LCLD), 2018 Class of Fellows, Member

State Bar of Georgia, Investigative Panel Member

### **Insights**



### [News Releases](#)

Kilpatrick Townsend Once Again Earns Gold-Level Rankings from World Trademark Review

February 9, 2023

### [News Releases](#)

135 Kilpatrick Townsend Attorneys Recognized in 2022 Super Lawyers

December 15, 2022

### [Events](#)

Analyzing ESG Legal Risks: Corporate Voluntary Disclosures

September 15, 2022

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Kilpatrick Townsend Earns Top Recognitions in 2023 Edition of The Best Lawyers in America®

August 18, 2022

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Kilpatrick Townsend Attorneys Named 2022 Managing Intellectual Property IP Stars

June 3, 2022