



Pauline Tseng

Associate

1801 Century Park East
Suite 2300, Los Angeles, CA USA 90067
t 310.777.3754 | f 415.500.8283
ptseng@kilpatricktownsend.com

Services

Intellectual Property
Trademark, Copyright &
Advertising
Clearance & Portfolio Management

Industries

Retail & Consumer Goods
Technology

Pauline Tseng specializes in trademark clearance, prosecution, portfolio management, and enforcement. She works with some of the most famous brands in the world, as well as start-ups and small businesses. These clients come from a broad range of industries, including technology, retail, financial services, life sciences, skincare, food, and wine. Ms. Tseng also counsels on other intellectual property and brand protection issues, including licensing, infringement, and anti-counterfeiting.

Prior to joining the firm, Ms. Tseng was an associate in the San Francisco, California office of an international law firm where she practiced IP litigation and use enforcement.

While attending law school, Ms. Tseng was an Alumni Scholar. She was an editor of the *Loyola of Los Angeles Entertainment Law Review* and a research assistant for leading IP scholar Professor Jennifer E. Rothman. She was also a judicial extern for the Honorable Philip S. Gutierrez in the U.S. District Court for the Central District of California, where she worked on trademark and copyright infringement cases.

Education

Loyola Law School J.D. (2018) *Alumni Scholar*

University of California, Berkeley B.A., Political Science (2012)

Admissions

California (2018)

Court Admissions

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



Insights

[News Releases](#)

As We Enter 2023, We Look Back at the Outstanding Associates Who Joined Kilpatrick Townsend in 2022
January 17, 2023

[News Releases](#)

Welcome to Kilpatrick Townsend
April 28, 2022

[Publication](#)

Liability of Shipping Hubs for Counterfeit Products
January 1, 2022

[Publication](#)

Amazon's Anti-Counterfeit Efforts Fall Short
September 11, 2020

[Publication](#)

3 Lessons From 'Exceptional' Hyundai Gray Market TM Case
May 13, 2020