

## Lauren Sullins Ralls

### Counsel

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### Services

Advertising Counseling & Disputes  
Brand Licensing & Related  
Transactions  
Clearance & Portfolio Management  
Franchising  
Intellectual Property  
Trademark Litigation  
Trademark, Copyright &  
Advertising

### Industries

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

Lauren Sullins Ralls focuses her practice on counseling brand owners in the entertainment, social media, hospitality, and franchising industries. Lauren partners with clients to strategically manage large global portfolios and specializes in building and protecting brands through international enforcement and litigation.

Before joining the firm, Lauren worked in the music industry at BMG Distribution and Jive Records. Lauren uses her prior experience in the music industry to provide a unique, creative, and business-driven perspective to brand protection.

Lauren assesses the availability of new trademarks for use and registration, and develops strategies for monitoring and enforcing trademark rights worldwide. She also helps companies build business relationships through her work on complex licensing and co-existence agreements.

Lauren was recognized in 2018 and the six years immediately preceding as a Georgia "Rising Star" in the area of Intellectual Property by *Super Lawyers* magazine.

Prior to entering law school, she was selected as a Robert W. Woodruff Scholar.

### Experience

Provides international trademark portfolio enforcement and counseling services to a large social media

company.

Provides counsel to a multinational hospitality company related to international and domestic trademark portfolio management, enforcement, and license and license-recordal matters.

Serves as counsel to one of the largest music labels in the industry on trademark enforcement, prosecution, and Internet issues.

The firm served as lead trial counsel for Hulu LLC, a news corporation, and NBC Universal collaborative venture in the suit related to the launch of Hulu.com. The firm successfully defeated an attempt by a Web publishing firm, Lulu Enterprises, to obtain a preliminary injunction that would have delayed the website launch of the much-anticipated Hulu.com, a website portal that offers downloadable premium video content consisting of hit television shows such as *The Office*, *Heroes*, *24*, *The Simpsons*, *Prison Break*, and *House*.

## **Education**

Emory University School of Law J.D. (2006)

*with honors*

Agnes Scott College B.A. (2001) Economics and Music, *summa cum laude*

## **Admissions**

Georgia (2006)

## **Court Admissions**

U.S. Court of Appeals for the Tenth Circuit

## **Professional & Community Activities**

International Trademark Association (INTA), Member

American Bar Association, Franchise Section, Member

Southeast Forum on Franchising, Member

Georgia Bar Association, Intellectual Property Section

## **Insights**

### [News](#)

Brands Should Consider China in Metaverse Strategy Even if Beijing Takes Tough Stance

January 7, 2022



### Publication

Key Takeaways From Recent Changes To TM Laws Abroad

April 28, 2021

### Perspectives

7 Key Takeaways | Changes to Trademark Law Around the World in 2021

March 25, 2021

### Publication

Conditional Renewals: Are They Useful in Preserving Franchise Relationships?

August 22, 2019

### News Releases

Kilpatrick Townsend Once Again Achieves Recognition for 2018 Georgia Super Lawyers

February 28, 2018