

Crystal C. Genteman

Counsel

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Services

Clearance & Portfolio Management
Copyright Litigation & Counseling
Intellectual Property
Trademark Litigation
Trademark, Copyright &
Advertising

Industries

Financial Services
Health & Life Sciences
Media & Entertainment
Technology

Crystal Genteman focuses her practice on trademark and copyright law. She has significant experience in federal trademark and copyright infringement litigation at both the district and appellate court level, as well as in opposition and cancellation proceedings before the Trademark Trial and Appeal Board, matters implicating the Digital Millennium Copyright Act, and domain name disputes. She also helps clients determine the availability of trademarks, prosecute trademarks both domestically and internationally, and counsels clients on a range of trademark and copyright issues.

Prior to joining the firm, Ms. Genteman was a judicial law clerk for the Honorable Timothy C. Batten, Sr. in the U.S. District Court for the Northern District of Georgia and worked as a summer associate with the firm 2010. While attending law school, she served as a legal intern for the Supreme Court of Georgia, the HeLP Clinic, and the Pro Bono Partnership of Atlanta. She was also a graduate research assistant to Professor Wendy Hensel, served as the Lead and Student Articles Editor for the *Georgia State Law Review*, was named the 2011 Most Outstanding Moot Court Board Member, and received the ABA Employment & Labor Section Award for Excellence in Employment Law.

Before law school, Ms. Genteman worked in advertising for a newspaper company and then marketing for an outdoor advertising company.

Ms. Genteman was recognized in 2022 and 2023 as one of the "Best Lawyers: Ones to Watch" for Intellectual Property Law and Intellectual Property Litigation by *The Best Lawyers in America*®.

Experience

Represents a California-based *Fortune* 500 multinational corporation that designs and manufactures consumer electronics and computer software products in trademark and trade dress enforcement work, including online



enforcement and in multiple proceedings before the Trademark Trial and Appeal Board.

Represented adidas America, Inc. and adidas AG against Skechers USA, Inc. in a trademark and trade dress infringement lawsuit in district court and the Ninth Circuit, successfully obtaining a preliminary injunction and partial summary judgment.

Represents Coty, Inc. and its licensors, including Hugo Boss and Calvin Klein, in enforcement matters and in Trademark Trial and Appeal Board proceedings.

Represents Fiat Chrysler Automobiles Group in Trademark Trial and Appeal Board proceedings.

Represents Interface, Inc., a leading international carpet manufacturer, in matters involving trademark clearance, trademark enforcement, and copyright issues.

Represents Oxford Industries in copyright litigation, including in federal court and UDRP proceedings, related to the enforcement of the LILLY PULITZER and TOMMY BAHAMA brands.

Represents Equifax Inc., one of the United States' largest credit reporting agencies, in trademark prosecution and enforcement matters.

Represented adidas America, Inc., adidas AG, Reebok International Limited, and Reebok International Ltd. in trademark infringement litigation spanning multiple years against numerous New York-based defendants using the mark RBX and related designs.

Represents Fender Musical Instruments Corporation in a trademark litigation in district court and the Sixth Circuit.

Represented several major universities in trademark enforcement proceedings before the Trademark Trial and Appeal Board.

Represents numerous non-profit organizations in trademark prosecution matters.

Represented Flowers Foods Inc., a leading producer of baked goods, in trademark litigation.

Education

Georgia State University, College of Law J.D. (2011) *summa cum laude*

University of Georgia A.B. (2003) English, *magna cum laude*

University of Georgia A.B.J. (2003) Advertising, *magna cum laude*



Admissions

Georgia (2011)

Court Admissions

Georgia Superior Court (2011)

Supreme Court of Georgia (2013)

U.S. Court of Appeals for the Sixth Circuit (2017)

Clerkships

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Professional & Community Activities

Atlanta Intellectual Property Inn of Court

Georgia Association of Women Lawyers (GAWL) Leadership Academy

Grady High School Mock Trial Team, Attorney Coach

State Bar of Georgia, Intellectual Property Law Section, Member

Georgia State Law Review, Former Lead and Student Articles Editor

Georgia State Moot Court Board, Former Member

Insights

[Perspectives](#)

Monthly Minute | Social Media: Best Practices

September 27, 2022

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5 Key Takeaways | Beyond The Basics

September 2, 2022

[News Releases](#)

56 Kilpatrick Townsend Attorneys Recognized in 2023 Edition of Best Lawyers: Ones to Watch

August 18, 2022

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



America

August 19, 2021

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Kilpatrick Townsend Elects New Partners and Elevates New Counsel

January 6, 2021