

Insights: News Releases

## Kilpatrick Townsend's Alicia Grahn Jones Serves as Co-Chair and Featured Speaker at the ABA Tort Trial & Insurance Practice Section 2016 Section Conference

May 9, 2016

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**ATLANTA (May 9) -- Kilpatrick Townsend & Stockton** announced today that Partner **Alicia Grahn Jones** will serve as **Co-Chair** and a **featured speaker** at the **ABA Tort Trial & Insurance Practice Section (TIPS) 2016 Section Conference**. The program will be held on May 11 – 15, at the Intercontinental Buckhead in Atlanta, Georgia.

Ms. Jones will join other industry leaders on a panel entitled, "Building My Brand: Balancing Ethical and Practical Considerations." The traditional law firm model is evolving to meet the challenges of client needs within the increasingly competitive market for legal services. This panel will discuss how young lawyers can build a practice and develop their brand both internally and directly with clients. The panel will also explore some of the practical and ethical issues that may be faced in brand building, such as when using social media, writing articles, and presenting to industry groups.

For more information the **ABA TIPS 2016 Section Conference**, please click [here](#).

Ms. Jones concentrates her practice in the areas of trademark clearance, prosecution, and litigation. She has substantial experience representing clients before the Trademark Trial and Appeal Board in opposition and cancellation proceedings and in federal district courts in trademark infringement matters. Ms. Jones also helps clients determine the availability of trademarks, develop and implement appropriate trademark registration programs, monitor and enforce trademark rights, and manage trademark disputes throughout the world. She is President of the Board of Directors for the Georgia Association for Women Lawyers.

For more information about Kilpatrick Townsend, please visit: [www.kilpatricktownsend.com](http://www.kilpatricktownsend.com).

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