

Emily Chambers Welch

Senior Associate

404.881.7159

emily.welch@alston.com

Atlanta | One Atlantic Center, 1201 West Peachtree Street, Suite 4900 | Atlanta, GA 30309-3424



Emily Welch is a senior associate with Alston & Bird's Intellectual Property Litigation and Trademark & Copyright Groups. She is a member of the Georgia Bar.

Emily received her J.D. from Georgetown University, cum laude, in 2013. While in law school, she was a member of the *Georgetown Immigration Law Journal* and competed with the Georgetown moot court team, winning the National Veterans Law Competition in 2012 and the Andrews Kurth National Championship Competition in 2013. Emily earned her B.S. in international affairs and modern languages with highest honors from the Georgia Institute of Technology in 2010. While at Georgia Tech, she served as president of the Georgia Tech mock trial team and as editor-in-chief of the school's student-run newspaper, the *Technique*.

Representative Experience

- Represented retailers in a patent infringement suit relating to the use of quick response (QR) codes in advertising and promotional materials.
- Represented multiple retailers in patent infringement suits relating to customer-loyalty systems.
- Represented a beverage company in a patent infringement suit relating to beverage-dispensing technology.
- Represented an ATM manufacturer in ITC enforcement proceedings relating to deposit automation technologies.
- Represented a software company in a trademark dispute involving district court litigation and proceedings before the Trademark Trial and Appeal Board (TTAB).
- Representing a large automotive parts retailer in trademark enforcement actions domestically and abroad.

Publications & Presentations

Publications

- "Supreme Court Holds That Juries Decide Issues of Trademark Tacking," *Intellectual Property & Technology Law Journal*, Vol. 27, No. 4, April 2015.

Education

- Georgetown University (J.D., 2013)
- Georgia Institute of Technology (B.S., 2010)

Admitted to Practice

- Georgia

Related Services

Intellectual Property Litigation | Trademark & Copyright | Intellectual Property