

Kristin M. Adams

Associate

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Kristin Adams is an associate on Alston & Bird’s Intellectual Property – Trademark and Copyrights Team. She has served as lead associate in various trademark infringement and false advertising litigation suits. Kristin has represented clients in a variety of industries, from the retail sector to automotive, real estate investment, and pharmaceutical. She received her J.D., magna cum laude and Order of the Coif, from William & Mary Law School, where she was the editor-in-chief of the *William & Mary Business Law Review*. Kristin received her B.S. and B.A. from Washington & Lee University, graduating cum laude. Before law school, she served as an account supervisor at a national advertising agency representing international and Fortune 500 brands.

Representative Experience

- Defended an international athletic clothing company in a trademark infringement suit (D. Md. & E.D.N.C.), including prevailing in related motion to quash a subpoena of an NBA All-Star/MVP (N.D. Cal.) and writ of mandamus concerning jurisdiction under the first-to-file doctrine.
- Prevailed on behalf of co-defendant affiliate marketing companies in a motion to dismiss a trademark infringement/false advertising suit (N.D. Tex.).
- Defended a large pharmaceutical company in false advertising and business tort litigation (N.D. Ga.).
- Secured a favorable settlement for a printing industry trade organization in a trademark infringement action (E.D. Va.).
- Represented an international automotive company in the enforcement of its vehicle trade dress (E.D. Mich.).
- Represented a real estate investment company in a Lanham Act attorneys’ fees award appeal (from E.D. Va.).
- Defended a data aggregation company in a state attorney general investigation.
- Enforced software copyrights on behalf of a trade organization, representing the interests of several of the world’s largest business software companies.
- Analyzed client websites and other advertising collateral for regulatory compliance risks, including claim assessment and purchase page disclosures, as well as redlining of ad copy, drafting of website terms/privacy policies/related agreements, and preliminary contest/promotion rule drafting.

Publications & Presentations

Publications

- “Savvy Shaw-Ping: A Strategic Approach to AIA Estoppel,” *Chicago-Kent Journal of Intellectual Property*, Vol. 17, No. 3, 2018.
- “*Rentmeester v. Nike, Inc.*,” *The Reporter*, May 2018.

- “Tweet upon a Star: Organic Brand Engagement with Celebrities on Social Media Platforms,” *William & Mary Business Law Review*, Vol. 8, No. 1, 2016.

Education

- William & Mary (J.D., 2017)
- Washington and Lee University (B.S., 2011)
- Washington and Lee University (B.A., 2011)

Admitted to Practice

- Georgia
- District of Columbia
- Virginia

Related Services

Intellectual Property | Trademark & Copyright