

Lauren R. Timmons

Senior Associate

704.444.1115

lauren.timmons@alston.com

Charlotte | One South at The Plaza, 101 South Tryon Street, Suite 4000 | Charlotte, NC 28280-4000



Lauren Timmons is a senior associate on Alston & Bird's Intellectual Property – Trademark and Copyrights Team. She focuses her practice on trademark and copyright litigation, prosecution, and portfolio management. Lauren has assisted in representing a wide variety of well-known brands, including clients in the real estate, education, consumer goods, finance, pharmaceutical, software, and food and beverage industries. Lauren also has litigation experience in federal district courts and before the Trademark Trial and Appeal Board (TTAB) involving domestic and foreign trademarks and copyrights, including drafting substantive motions, managing discovery (including e-discovery), answering and serving discovery requests, assisting with depositions, and preparing for evidentiary hearings. She received her J.D., magna cum laude, from Georgetown University, and received her B.A., graduating with highest distinction, from the University of North Carolina at Chapel Hill.

Lauren's pro bono work advocates for victims facing domestic violence, child custody, and unaccompanied-minor immigration matters.

Representative Experience

- Obtained a precedential ruling on behalf of The Coca-Cola Company (TCCC) by the Trademark Trial and Appeal Board (TTAB) based on the new and rare application of a claim of misrepresentation of source in an action by TCCC to cancel registrations for THUMS UP and LIMCA, owned in the U.S. by a third party from India that were being targeted to Indian-Americans, despite TCCC's fame for the drinks in India, and some third-party retail sales to the U.S. in Indian grocery stores.
- Defeated a preliminary injunction motion on behalf of a tool manufacturer, Great Star Industrial USA, LLC, in a trademark infringement case in the Western District of North Carolina.
- Obtained a preliminary injunction on behalf of Vineyard Vines in a trademark infringement case in the Northern District of Georgia.
- Obtained summary judgment finding no trademark infringement on behalf of a pet-treat manufacturer in the Eastern District of Virginia.
- Defeated a preliminary injunction motion on behalf of a flooring manufacturer in a trademark infringement case in the Central District of California.
- Obtained a default judgment in copyright litigation with a large Digital Millennium Copyright Act (DMCA) damages award on behalf of a Korean television network in the Central District of California.
- Handling oppositions and cancellation proceedings before the Trademark Trial and Appeal Board (TTAB).
- Managing domain name disputes, including Uniform Domain-Name Dispute-Resolution Policy (UDRP) proceedings.
- Representing pro bono clients in custody matters, domestic violence matters, and unaccompanied-minor immigration matters.

Publications & Presentations

Publications

- “The First Amendment Wins Again: Supreme Court Holds ‘Immoral’ and ‘Scandalous’ Trademarks Are Registrable,” *Cyberspace Lawyer*, Vol. 24, No. 7, August 2019.
- “Show Me the Money: Protecting Your Cryptocurrency Brand,” *The Federal Lawyer*, July/August 2019.

Presentations

- “Trademark Law 2020,” Will Work for Food, webinar, August 12, 2020.
- “The Supreme Court’s Foray into Brand Protection: A Review of Trademark Cases Heard by the Supreme Court in the Last Five Years,” Association of Corporate Counsel, webinar, April 23, 2020.
- “How to Be #TrademarkSmart on Social: Protecting Your Brand on Social Media,” 2019 CPTCLA Fall CLE, Kiawah Island, SC, September 20-21, 2019.
- “Table Topic – Show Me the Money: Cryptocurrency and Its Implications for Trademark Law,” International Trademark Association 141st Annual Meeting, Boston, MA, May 18-22, 2019.
- “Table Topic – Protecting Your Brand Against Pirates in Difficult Jurisdictions,” International Trademark Association 140th Annual Meeting, Seattle, WA, May 19-23, 2018.

Professional & Community Engagement

- International Trademark Association (INTA), Law Firm Committee
- Women Lawyers of Charlotte, Membership Committee, co-chair
- National Association of Women Lawyers (NAWL)
- Mecklenburg County Bar
- Junior League of Gaston County, Communications Committee, co-chair
- Young Professionals of Safe Alliance (Charlotte Domestic Violence Shelter), vice chair

Court Admissions

- U.S. District Court for the Northern District of Texas
- U.S. District Court for the Western District of North Carolina

Education

- Georgetown University (J.D., 2014)
- University of North Carolina at Chapel Hill (B.A., 2011)

Languages

- French

Admitted to Practice

- Texas
- North Carolina

Related Services

Intellectual Property | Trademark & Copyright | Trademark Prosecution & Portfolio Management