



Emily Chambers Welch

Partner

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Related Services

Intellectual Property Litigation ■ Trademark & Copyright ■ Intellectual Property ■ Patent Litigation

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

Emily helps her clients by managing large, complex litigations implicating a wide range of intellectual property rights. Emily has litigated patents, trademarks, and trade dress cases across the country, including frequent litigation in the Western and Eastern Districts of Texas. Emily's clients range from telecommunications technology providers to retailers and restaurants. Emily's familiarity with both patent and trademark litigation, together with her oral advocacy skills, lets her give customized strategic advice and unique solutions to clients facing complex disputes.

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

- Represents telecommunications providers in patent infringement suits addressing cellular communications technology, including standard-essential patents.
- Represents multiple restaurants in patent infringement suits relating to mobile ordering and pickup systems.
- Represents a beverage company in a trademark suit, including successful pursuit of a preliminary injunction against a much larger competitor.
- 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).

- Represented 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