



Larry C. Jones

Senior Counsel

+1 704 444 1019 | larry.jones@alston.com

Charlotte | Vantage South End, 1120 South Tryon Street, Suite 300 | Charlotte, NC 28203-6818

Related Services

Intellectual Property ■ Trademark & Copyright ■ Intellectual Property Litigation ■ Trademark, Copyright & False Advertising Litigation ■ Trademark Prosecution & Portfolio Management

Larry Jones focuses his practice on litigation, counseling, and the management of trademark and copyright enforcement and adversarial matters. These services are directed primarily to clients who have large multinational trademark portfolios. His practice also involves the management of the conflicts and litigation dockets of companies who regularly encounter copyright and trademark disputes arising from the merchandise manufactured or marketed by those clients.

Larry routinely represents and counsels clients in litigation conducted not only in the United States, but also in other countries in which those clients conduct their businesses. He has managed adversarial matters for the firm's clients in hundreds of trademark opposition and cancellation proceedings and lawsuits in virtually every country of the world, and he has represented clients in federal courts located in approximately 30 states.

Larry has been named the 2015 "Charlotte Trademark Lawyer of the Year" by *The Best Lawyers in America*[®]. He has been recognized for trademark law in this publication since 2011.

Representative Experience

- Counsel to world leaders in the footwear and apparel industry, managing their international dockets of trademark conflicts, including hundreds of active proceedings worldwide.
- Counsel to a major retail organization, managing its docket of copyright and trademark disputes, primarily in the United States and Europe.
- Counsel to a variety of other major corporations in various industries having significant U.S. and international trademark portfolios and interests.

Professional & Community Engagement

- International Trademark Association (INTA)

Education

- Memphis State University (J.D., 1979)
- University of Tennessee (B.S., 1970)

Admitted to Practice

- North Carolina

- U.S. Patent and Trademark Office