



→ Brittany Walter

Associate

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Brittany Walter is an associate in the Intellectual Property Practice Group in the firm's San Francisco office. She is a member of the Privacy and Cybersecurity Team, the Advertising Team and the Technology Transactions Team.

Areas of Practice

Brittany's practice focuses on transactions and counseling involving intellectual property, advertising and data privacy

Prosecution and Enforcement. Brittany assists with matters before the United States Patent and Trademark Office ("USPTO") and the Trademark Trial and Appeal Board ("TTAB"). Brittany's experience includes trademark prosecution as well as protecting her clients' brands in trademark opposition and cancellation proceedings before the TTAB.

Litigation. Brittany enforces and defends her clients' rights in complex commercial litigation involving trademark, copyright, false advertising, unfair competition and contract disputes. She has experience in pre-litigation analysis, managing fact discovery, expert discovery, deposition preparations, preparing witnesses for depositions and trial, and drafting motions.

Advertising. Brittany advises clients in conducting advertising campaigns, contests and sweepstakes, and brand marketing campaigns.

Technology and Commercial Transactions. Brittany drafts and negotiates agreements for commercial and transactional matters.

Privacy and Data Protection. Brittany counsels clients on compliance with domestic and international privacy laws and regulations. She helps clients with drafting privacy policies and online terms of service for websites and mobile applications. She also counsels clients regarding cybersecurity breach response and best practices for mitigation.

Prior to joining Sheppard Mullin, Brittany served on Active Duty in the U.S. Air Force.

Articles

Intellectual Property Law Blog Posts

- "IP Protection and the Open COVID Cure Chase," May 4, 2020

Covering Your Ads Posts

- "How the COVID-19 Lockdown will Disrupt the Upfront TV Ad Market," April 15, 2020
- "Coronavirus: Are Spectator Bans the Worst Case Scenario for Brand Sponsors?," March 6, 2020

Antitrust Blog Posts

- "Is Antitrust Law a Viable Substitute for Net Neutrality," June 7, 2017

Healthcare Blog Posts

- "To Report or Not to Report—Is it Really A Question?" June 5, 2017

Practices

Intellectual Property

Copyrights

False Advertising, Lanham Act and Unfair Competition

Trade Secrets

Trademark Applications and Prosecution

Trademarks and Trade Dress

Privacy and Cybersecurity

Technology Transactions

Industries

Advertising

Blockchain Technology and Digital Assets

Education

J.D., University of San Francisco, 2018, *summa cum laude*, McAuliffe Honor Society

B.S., United States Air Force Academy, 2005, *Distinguished Graduate*

Clerkships

Extern to the Honorable Justice Mariano-Florentino Cuéllar, Associate Justice of the Supreme Court of California

Admissions

California

Languages

Spanish