



## → Brittany Walter

### **Associate**

12275 El Camino Real  
Suite 100  
San Diego, CA 92130

T: +1.858.876.3525

F: +1.858.847.4852

[bwalter@sheppardmullin.com](mailto:bwalter@sheppardmullin.com)

Brittany Walter is an associate in the Intellectual Property Practice Group in the firm's San Diego (Del Mar) office. She is an active member of the Advertising Team, the Privacy and Cybersecurity Team, and the Technology Transactions Team.

### **Areas of Practice**

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

**Advertising.** Brittany advises clients in conducting advertising campaigns, contests and sweepstakes, and brand marketing campaigns. She also counsels clients on compliance with e-mail, telephone and SMS marketing regulations.

**Technology and Commercial Transactions.** Brittany drafts and negotiates agreements for software, SaaS, technology services, marketing, intellectual property licensing, sourcing and distribution agreements, and other 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.

**Counseling, Prosecution and Enforcement.** Brittany uses her previous experience in complex commercial litigation involving trademark, copyright, false advertising and unfair competition disputes to counsel clients on intellectual property acquisition, protection and enforcement strategies. She 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.

Prior to joining Sheppard Mullin, Brittany served on Active Duty in the U.S. Air Force. She currently serves as the lead associate of Veterans at Sheppard, and has an active pro bono practice.

### **Honors**

Sheppard Mullin's Bob Williams Community Betterment Award, 2021

## 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

IP Licensing, Technology and Commercial Transactions

Trade Secrets

Trademark Applications and Prosecution

Trademarks and Trade Dress

False Advertising, Lanham Act and Unfair Competition

Privacy and Cybersecurity

California Consumer Privacy Act (CCPA)

Telephone Consumer Protection Act (TCPA)

Entertainment, Technology and Advertising

Technology Transactions

## Industries

Advertising

Fashion, Apparel and Beauty

Retail

Sports

## 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