

Bruce W. Baber

Partner

Trial and Global Disputes / Intellectual Property, Patent, Trademark and Copyright Litigation



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Bruce Baber focuses his practice in intellectual property, with an emphasis on litigation and other contested matters. A founding member and senior partner in our Intellectual Property, Patent and Trademark Litigation practice, Bruce works with a wide variety of clients in patent, copyright, trademark and trade dress infringement matters; false advertising disputes; significant IP transactions; and strategic global portfolio management issues.

Bruce represents global and national companies in patent infringement, copyright infringement and trademark infringement; dilution and counterfeiting matters; and false advertising disputes. He represents clients before the U.S. district courts and courts of appeals nationwide, the U.S. International Trade Commission, the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office, and the National Advertising Division of the Council of Better Business Bureaus.

Bruce is experienced in advising companies on the protection of trademarks, copyrights and other forms of intellectual property; the prosecution of applications for registration of these properties; and the development and implementation of worldwide protection strategies and risk assessments relating to IP issues of all types, including potential false advertising claims. He has been involved in many high-profile litigation matters and numerous major licensing- and other intellectual property-related corporate transactions, joint venture agreements and marketing agreements.

For many years, Bruce has been selected as a leading IP lawyer by *Chambers USA*. He has also been listed in multiple editions of *The Best Lawyers in America*, *The Legal 500*, *The World Trademark Review WTR 1000 Guide to the World's Leading Trademark Professionals*, *The International Who's Who of Trademark Lawyers*, numerous *Super Lawyer* lists and other leading industry publications.

A frequent speaker on intellectual property issues, Bruce has also authored a number of articles on trademark matters.

Admitted only in Georgia.

Credentials

EDUCATION

J.D., Duke University, cum laude

B.A., Princeton University, with distinction

ADMISSIONS

Georgia

ASSOCIATIONS

American Bar Association

State Bar of Georgia

Atlanta Bar Association

Best Lawyers In America.

Events

CONFERENCE

January 22, 2016

PLI's Intellectual Property Rights Enforcement 2016 Program

SPEAKING ENGAGEMENT

August 13, 2020

Bruce Baber to Speak on NYIPLA Webinar

January 16, 2020

Katie McCarthy, Bruce Baber to Speak at PLI's IP Enforcement Update 2020 Event

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News

IN THE NEWS

August 12, 2020 • Source: Law360 and Bloomberg Law

Bruce Baber is counsel to the Coca-Cola Company before the Federal Circuit, which declined to revive a trademark between the company and Dr. Pepper

August 7, 2020 • Source: Law360

Bruce Baber represents Google in U.S. Supreme Court arguments in a copyright dispute with Oracle

RECOGNITION

August 21, 2020

The Best Lawyers in America Recognizes 128 King & Spalding Lawyers in its 2021 Guide

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