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How Do You Protect a Brand Like the Super Bowl?

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Austin Padgett

Austin Padgett, a partner with Troutman Pepper Locke and co-host of the *No Infringement Intended* podcast, was quoted in the February 5, 2026 *World Trademark Review* article, "How Do You Protect a Brand Like the Super Bowl?"

A huge portion of the brand value in major events, such as the Super Bowl or the Olympics, lies directly in the name itself, Austin Padgett, partner at Troutman Pepper Locke, tells WTR.

This fame can be a "double-edged sword" though, he warns, because "everybody wants a piece of it". Event organisers and sponsors need a robust strategy to "let their name ring out" while remaining forceful in protecting it.

Law firm Troutman Pepper Locke works with clients directly affiliated with major events like the Super Bowl, but Padgett himself works mostly with smaller brands, assisting them with advertising campaigns while ensuring that they do not violate trademark law.

"I'm usually helping businesses come up with their campaigns – their ideas – and measure the risk around their creativity," he explains.

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