Brooke R. Watson

Associate

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OVERVIEW

Brooke focuses her practice on intellectual property matters, concentrating on trademarks and copyrights. From startups to multinational companies, she represents clients across a variety of industries, including manufacturing, insurance, alcoholic beverages, apparel, hospitality, and software products and services.

As part of her counseling and prosecution practice, Brooke works with clients on trademark and copyright clearance, registration, and management of domestic and international portfolios. In addition, she assists clients with drafting and negotiating trademark licenses. Brooke also has experience handling intellectual property aspects of corporate and financial transactions.

Brooke also helps clients with enforcing their trademark rights. She has litigated intellectual property matters in federal court, as well as proceedings before the Trademark Trial and Appeal Board..

During law school, Brooke served as a member of the *North Carolina Law Review*'s Executive Board as the publication editor. She was also a Dean's fellow and a recipient of the Eugene Gressman and Daniel H. Pollitt Oral Advocacy Award. Prior to attending law school, Brooke worked as a paralegal at boutique intellectual property and civil litigation firms.

REPRESENTATIVE MATTERS

- Represented a restaurant group in a TTAB opposition proceeding to obtain decision refusing registration of U.S. trademark application at issue.
- Served as defense counsel to a TTAB cancellation proceeding to negotiate a favorable settlement for an apparel and consumer goods client.
- Successfully represented client in an UDRP domain name proceeding to obtain decision transferring abusive domain name registration to client.
- Counsel to a national agricultural company in the acquisition of a lawn company.
- Negotiated settlement agreement with copyright troll, significantly decreasing monetary compensation below initial demand.

AWARDS

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- *Best Lawyers: Ones to Watch*: Litigation – Intellectual Property (2022-2026), Privacy and Data Security Law (2026)

TOP AREAS OF FOCUS

- Domain Name Litigation + UDRPs
- Intellectual Property
- Litigation + Trial
- Trademark + Copyright

ALL AREAS OF FOCUS

- Cannabis
- Domain Name Litigation + UDRPs
- Food + Beverage
- Intellectual Property
- Litigation + Trial
- Marketing + Advertising
- Trademark + Copyright

PROFESSIONAL/COMMUNITY INVOLVEMENT

- South Asian Bar Association of North America (2020-present)
- UNC Law Young Alumni Leadership Council, co-chair (2020-2025)
- Duke Admissions Advisory Committee – Birmingham, chairperson (2019-2024); prospective student interviewer (2016-present)

EDUCATION AND CERTIFICATIONS

EDUCATION

- University of North Carolina School of Law, J.D., 2019, *North Carolina Law Review*
- Duke University, B.A., 2014

BAR ADMISSIONS

- Alabama
- North Carolina
- South Carolina

COURT ADMISSIONS

- U.S. District Court, Northern District of Alabama
- U.S. District Court, Eastern District of North Carolina
- U.S. District Court, Western District of North Carolina
- U.S. Court of Appeals, Fourth Circuit

PUBLICATIONS

- Co-author, “I Found An “I-Dentical” (or Similar) Trademark! What Now?” *Troutman Pepper Locke*, August 25, 2025.
- Author, “Keep Adequate Distance Between Former Employees and Company Data,” *Business Alabama*, April 16, 2021.