

Di'Vennci K. Lucas

Associate

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OVERVIEW

Di'Vennci counsels clients on the registration, licensing, and enforcement of intellectual property rights with a focus on trademark, copyright, and advertising matters. He works with clients to legitimize and protect their intellectual property, including clearance, registration, portfolio management, licensing, and enforcement, all in view of practical objectives.

During law school, Di'Vennci served as an executive editor on the *Journal of Law and Social Change*, participated in the Detkin Intellectual Property & Technology Legal Clinic, and represented the Black Law Students Association during the 2023 Pan-Africa Summit hosted in Accra, Ghana.

Before attending law school, Di'Vennci responded to global data requests at a prominent technology company. While in college, Di'Vennci served as president of the Stanford NAACP, board member of the First-generation and/or Low-Income Partnership (FLIP), and research assistant in the Psychology Department.

TOP AREAS OF FOCUS

- Intellectual Property

ALL AREAS OF FOCUS

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

PROFESSIONAL EXPERIENCE

- Law Enforcement Response Team analyst, Facebook, Inc., 2017-2021
- Community partner, Santa Clara County Public Defender Office, 2017
- Intern investigator (Parole), Public Defender Service for the District of Columbia, 2016
- Intern, Georgia Legal Services Program, 2015

EDUCATION AND CERTIFICATIONS

EDUCATION

- University of Pennsylvania Carey Law School, J.D., 2024, executive editor, *Journal of Law and Social Change*
- Stanford University, B.A., *with honors*, 2017, African & African American studies; minor psychology

BAR ADMISSIONS

- Georgia

COURT ADMISSIONS

- Supreme Court of Georgia
- Court of Appeals of Georgia

PUBLICATIONS

- Co-author, "[Why Do I Need To Register My Copyrights?](#)," *Troutman Pepper Locke*, September 8, 2025.
- Co-author, "[You're Out?: Rooftop Views Of Sports Games Raise IP Issues](#)," *Law360*, September 3, 2025.
- Co-author, "[Why Should I Register My Trademark?](#)" *Troutman Pepper Locke*, June 18, 2025.
- Co-author, "[Beware of Scam Notices Targeting Trademark Applicants](#)," *Troutman Pepper Locke*, June 16, 2025.
- Co-author, "[Berry Bad Outcomes: Millions at Stake for Dewberry Group, Inc.](#)" *The Intellectual Property Strategist*, February 1, 2025.
- Co-author, "[Life, Liberty, and the Pursuit of Customers: Developments on 'Conquesting' from the Ninth Circuit](#)," *The Intellectual Property Strategist*, December 1, 2024.
- Co-author, "[Marvel, DC Super Hero Trademark Loss Shows Danger of the Generic](#)," *Bloomberg Law*, October 31, 2024.
- Co-author, "[The POLLO PICU Case: Playing Chicken with Trade\(mark\)](#)," *World Trademark Review*, October 28, 2024.
- Co-author, "[IP News](#)," *The Intellectual Property Strategist*, October 1, 2024.
- Co-author, "[Courthouse Reporter Series: The Bizarre Case That Required a 117-Year-Old Expert](#)," *The Dispute Resolver*, November 21, 2023.