






Brian M. Davis

Attorney

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Brian M. Davis is a Partner at VLP, a member of the firm's Executive Committee and former Co-Chair of the Intellectual Property Practice Group. Brian focuses his practice on client counseling relating to trademarks, including trademark clearance and the prosecution of U.S. and foreign trademark applications. He also has experience with copyright and other intellectual property issues, such as domain name disputes (including the UDRP), licensing programs and other intellectual property-related agreements.

Brian provides strategic worldwide trademark, copyright and domain name advice for a wide variety of clients, from Fortune 500 companies to small start-up entities. During his career, Brian has represented the owners of some of the world's best known brands in the banking, consumer electronics, home improvement, retail footwear/clothing and other industries, including Bank of America, Lowe's, Reebok, Timberland, Rockport, Belk, Safeco, T.J. Maxx, Marshalls, Invesco and Assurant.

Brian is a member of the International Trademark Association (INTA) and has been named to various committees since 2004. He is also active with the North Carolina Bar Association Intellectual Property Section as a former Co-Chair of the Trademark and Copyright Section and as a current member of Advisory Board.

Prior to joining VLP, Brian was a Partner with Alston & Bird, and was a member of Alston & Bird's Trademark & Copyright Group, where he served as the Practice Group Leader. Before joining Alston & Bird, Brian was an associate with Taft, Stettinius & Hollister in Cincinnati, Ohio. Brian received his law degree from Washington University in St. Louis where he was Order of the Coif and a member of

Law Review, and his undergraduate degree from West Virginia University.

Brian has received recognition for his practice from several organizations including being listed in The Best Lawyers in America® every year since 2009. Further, Brian was named The Best Lawyers in America Charlotte Trademark Lawyer of the Year for 2014, 2017 and 2019 and Charlotte Copyright Lawyer of the Year for 2013 and 2021.

Practice Areas

- ➔ Intellectual Property
- ➔ Entertainment & Media
- ➔ Education

Admissions

- ➔ State Bar of North Carolina

Professional or Trade Affiliations

- ➔ International Trademark Association (INTA) (2004-present); Current Committee – Emerging Issues
- ➔ Current Co-Chair of the North Carolina Bar Association's Trademark and Copyright Committee
- ➔ Former Co-Chair of the Intellectual Property Owners (IPO) Trademark Office Practice Committee

Education

- ➔ J.D., Washington University in St. Louis, 1996, Order of the Coif, Law Quarterly, John J. Cummins Scholar
- ➔ B.A., West Virginia University, 1992

Honors & Awards

- ➔ Listed in The Best Lawyers in America® 2009 - present.
- ➔ VLP's Charlotte trademark practice ranked First Tier by U.S. News - Best Lawyers "Best Law Firms."
- ➔ The Best Lawyers in America Charlotte Trademark Lawyer of the Year for 2014, 2017, 2019 and 2024.
- ➔ The Best Lawyers in America Charlotte Copyright Lawyer of the Year for 2013, 2021 and 2024.
- ➔ *Managing Intellectual Property* Global IP Star – Trademarks 2013 - present.

Community Involvement

- ➔ Founding Board member and Past President- Charlotte Community ToolBank.
- ➔ Pro Bono IP counsel for Behailu Academy.
- ➔ Mentor on Trademark matters at HQ Charlotte (Charlotte start-up incubator).

Best Lawyers Award Badge

Recent Publications

- ➔ Best Lawyers Recognize VLP Law Group Partners (Dec 30, 2014)
- ➔ November 2011 issue of IP Links publishes article "The Changing Domain Name Landscape: The Launch of New gTLDs" by Partner Brian Davis (Nov 3, 2011)
- ➔ Noted Trademark Attorney Brian Davis Joins VLP From Alston & Bird (Mar 1, 2010)

Blog Posts

- ➔ Avoiding March Sadness by Brian M. Davis (Mar 25, 2015)