

## Amanda Hyland

Shareholder

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### Areas of Practice & Industry Specialties

Intellectual Property Law



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Amanda Hyland is a Shareholder in the Firm's Atlanta office and a member of the Intellectual Property practice group. Ms. Hyland provides unmatched client service and attention on intellectual property and media issues, with a commitment to providing pragmatic, value-driven strategies. Her depth of expertise has been recognized by Chambers, World Trademark Review, and Best Lawyers in America, and she has been shortlisted as the Georgia IP litigator of the Year several times. Ms. Hyland serves companies across numerous industries, including Fortune 100 companies, retail and consumer brands, telecommunications, software and technology companies, national publishers, influencers and celebrities, manufacturers, breweries, national restaurant chains, advertising and marketing companies, and energy and water infrastructure corporations.

Ms. Hyland areas of focus include trademark and copyright enforcement and litigation, trademark clearance, and portfolio management. She also draws on more than a decade of experience handling media issues, including litigation and prepublication review relating to publishing, advertising, journalism, and social media, including privacy and defamation.

Ms. Hyland offers rates that create value without sacrificing experience, responsiveness, or results. She is often able to provide flat fee and retainer structures for domestic and international portfolio management, and she works with colleagues across the globe to provide a comprehensive, effective brand management strategy that prioritizes her clients' needs for predictability, budgeting, business objectives, and results. Her global portfolio includes more than 3,000 marks.

Ms. Hyland is an experienced litigator, serving as counsel in more than 100 cases across the country, and dozens more in the Trademark Trial & Appeal Board. Her wins include claims regarding cybersquatting, internet advertising, trademarks as key words, color as trademark, product trade dress, trademark priority, trademark ownership, SLAPP suits, and copyright in visual art, architecture, and consumer products.

Ms. Hyland is the immediate past President of the Atlanta Intellectual Property Inn of Court. She is also an involved member of the International Trademark Association, currently serving on the Leadership Development Committee, and the immediate past chair of the Academic Committee. Ms. Hyland has dedicated substantial time to Kate's Club, a non-profit organization that provides grief support services to children who have lost a parent or sibling.

### Awards and Honors

- Atlanta Business-Chronicle, 40 Under Forty, 2020
- Best Lawyers in America®, 2017-2025
- Business Today, Top 10 Influential Intellectual Property Lawyers Transforming Georgia's IP Landscape, 2023
- Chambers USA: Leading Business Lawyers – Intellectual Property, 2020-2024, Up and Coming

2017-2019, Associate to Watch, 2016

- Daily Report 25 under 40 On the Rise, 2016
- Georgia Super Lawyers, 2013-2024
- Georgia Trend's Legal Elite, Intellectual Property, 2012, 2019-2020, 2022
- Managing Intellectual Property, Trademark Star, 2020 – 2024
- Martindale-Hubbell AV® Preeminent™ Peer Review Rated
- University of Florida, 40 Gators Under 40, 2020
- World Trademark Review, 2018-2024

#### Professional Involvement

- Intellectual Property Owners Association
- International Trademark Association (INTA),
  - Leadership Development Committee (2023-present)
  - Academic Committee Chair 2021-2022
  - Student Member Student Subcommittee Chair, 2017-2020
- The Federal Bar Association

#### Education

Ms. Hyland earned her J.D., cum laude, from the University of Florida Levin College of Law and her M.A. from the University of Florida College of Journalism and Communications. She also holds a B.A. and B.S. in Journalism from the University of Florida.

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#### Bar Admissions

- Georgia
- Florida

#### Court Admissions

- United States Court of Appeals for the 11th Circuit
- United States District Court for the District of Columbia
- United States District Court for the Middle District of Florida
- United States District Court for the Middle District of Georgia
- United States District Court for the Northern District of Georgia
- United States District Court for the Southern District of Florida

#### Community

- Firm Coordinator, Atlanta Council of Younger Lawyers Campaign
- Junior Board, Atlanta Humane Society
- Vice President, Atlanta Intellectual Property Inn of Court
- Community Connection Mentor/Connector, Atlanta Women's Foundation, Atlanta Center for Working Families

- Kate's Club
  - Advisory Committee Member 2023-present
  - Board Member and Executive Board Member 2015-2023
  - External Committee Chair
- State Bar of Georgia, Intellectual Property Section