

Christopher L. Graff

Partner

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OVERVIEW

Chris Graff is a partner in the firm's IP Procurement and Portfolio Management practice group. As an internationally recognized intellectual property lawyer, Chris centers his practice on brand management and protection, trademarks, domain names, social media, and copyrights. With more than two decades of experience, Chris has helped protect some of the world's leading brands in multiple jurisdictions around the globe. Recognized for his work counseling clients on brand expansion, international protection, and worldwide enforcement strategies, Chris has been commended by multiple publications including *Chambers USA*, *World Trademark Review 1000*, *The Best Lawyers in America*®, *Euromoney's Intellectual Property Expert Guide*, and *Who's Who Legal* among others.

Chris offers extensive experience across all facets of trademark law, including clearance, prosecution, enforcement, and brand protection. He manages global trademark portfolios for companies spanning diverse industries such as retail, food and beverage, consumer goods, finance, technology, and medical devices. Chris has also handled hundreds of contested matters both in the United States and internationally, earning a reputation for his strategic and results-driven approach.

PROFESSIONAL BACKGROUND

Christopher previously served at a United States law firm that focused on the fields of trademark, copyright, and unfair competition law. Through this role, Christopher practiced in the areas of trademarks, false advertising, unfair competition, domain name privacy, and copyrights. He has experience in advising in these facets, as well as with regard to trademark selection, prosecution, enforcement, licensing, and global portfolio management.

ACHIEVEMENTS

- Recognized by *Chambers USA* for Intellectual Property: Trademark, Copyright & Trade Secrets in Texas, 2021, 2023-2026
- Recognized by *The Best Lawyers in America*® for Trademark Law in Texas, 2013-2026
- Listed in the World's Leading Trademark Professionals by *World Trademark Review 1000,* 2013-2026

- Who's Who Legal: The International Who's Who of Trademark Lawyers, Law Business Research Ltd. (2019-2021); “Global Leader: IP-Trademarks,” 2021
- *Managing Intellectual Property*, IP Stars: Trademark Star in Texas, 2017-2026
- *Euromoney's Intellectual Property Expert Guide*, Trademarks, 2013-2020
- International Law Office's Client Choice Award, 2014
- AV Preeminent Peer Review Rated*
  - * AV®, BV®, AV Preeminent® and BV Distinguished® are registered certification marks of MH SUB I, LLC, used in accordance with the Martindale-Hubbell certification procedures, standards and policies.

PROFESSIONAL / CIVIC ACTIVITIES

- Intellectual Property Owners Association
  - US Trademark Office Practice Committee, Secretary (2016-2017)
- International Trademark Association
- State Bar of Texas
  - Litigation and Intellectual Property Law Sections
- Austin Bar Association

SPEAKING ENGAGEMENTS

- “Trademark Enforcement and Brand Protection in the Digital Age,” Association of Corporate Counsel – Austin, April 2026
- "You are a Trademark Badass; Tips & Tricks for Trademarking like a Rock Star," State Bar of Texas, Advanced Paralegal Seminar, September 2019
- "Trademark Bullying: Catchy Phrase or Valid Concern?" Austin Intellectual Property Law Association, June 2011
- "Intellectual Property,” University of Texas at Austin, Executive MBA Program, Summer 2003
- "IP Issues Regarding the Internet,” State Bar of Texas, Intellectual Property Law Section Annual Meeting, Spring 2003
- "How to Deal with Pirates, Counterfeiters and Gray Marketeers," 11th Annual Advanced International Law Institute, Dallas, UT Law CLE, 1999

ADDITIONAL BACKGROUND

CLIENT RECOGNITION

- “Christopher Graff operates a broad trademark practice, regularly advising a range of clients on prosecution, portfolio management and litigation. Strengths Christopher is very responsive and cares deeply about our success. He is thoughtful, thorough and reliable. Chris is an exceptional lawyer. He is very responsive with a keen, commercial approach.” *Chambers USA*, 2025.
- “Christopher Graff is appreciated for his 'great track record in helping clients secure their marks. He offers excellent advice, is quick and effective, and his guidance is consistently experienced, insightful and understandable.'” *World Trademark Review 1000*, 2025.
- “…In Austin is international brand protection specialist Christopher Graff. Not limiting himself to a particular industry, big names from healthcare, retail and consumer product industries trust Graff with the management of their trademarks.” *World Trademark Review 1000*, 2024.
- “When it comes to the development and execution of innovative filing strategies, Graff leads the way; his brands expertise is extremely refined and is underpinned by unassailable trademark, advertising and competition law knowledge.” *World Trademark Review 1000,* 2020.
- "He deeply appreciates our culture and can break down complicated IP issues in an easily comprehensible way. His response time is so exemplary that all our other outside counsel pale in comparison.” *World Trademark Review 1000*, 2018.
- “He constantly has a total grasp of the situation and is able to make incisive and strategic suggestions, always with the client's best commercial interests at heart." *World Trademark Review 1000*, 2018.
- "He is extraordinarily responsive and always tailors his approach to a client's unique business culture and his sound legal advice is-provided in an easily digestible manner.” *World Trademark Review 1000*, 2017.
- "That he acts for some of the highest-profile brand owners tells you all you need to know. He simply has an immense depth of experience." *World Trademark Review 1000*, 2015.

EDUCATION

- J.D., The University of Texas School of Law, 1993 *(With Honors)*
- B.B.A., The University of Texas, 1989 *(With Highest Honors)*

ADMISSIONS

- Bar of Texas
- United States District Court for the Eastern District of Texas
- United States District Court for the Northern District of Texas

- United States District Court for the Southern District of Texas
- United States District Court for the Western District of Texas

OTHER PUBLICATIONS

- "Nominative Use and Fair Use of Trademarks on the Internet," State Bar of Texas, Intellectual Property Law Section CLE (Houston, 2003)
- "Insurance Coverage of Trademark Infringement Claims: The Contradiction Among the Courts, and the Ramifications for Trademark Attorneys," The Trademark Reporter, Vol. 89, No. 6 (November-December 1999)
- "Trademark Law and Gray Market Goods: An Overview," 11th Annual Advanced International Law Institute (UT Law CLE, 1999)

NEWS & EVENTS

- 3 August 2026, K&L Gates' Global IP Practice and Lawyers Recognized in *Managing IP's* 2026 "IP Stars" Rankings
- 4 June 2026, K&L Gates Receives Nearly 235 Firm, Individual Rankings in 2026 *Chambers USA* Guide
- 29 January 2026, *World Trademark Review 1000* Recognizes K&L Gates IP Lawyers as Trademark Leaders in 2026 Edition
- 3 October 2025, K&L Gates' Global IP Practice, Lawyers Earn Rankings in Managing IP's 2025 "IP Stars"
- 5 June 2025, K&L Gates Receives More Than 240 Firm, Individual Rankings in 2025 *Chambers USA* Guide
- 4 February 2025, *World Trademark Review 1000* Recognizes K&L Gates IP Lawyers as Trademark Leaders in 2025 Edition
- 7 October 2024, K&L Gates' Intellectual Property Practice, Lawyers Recognized in 2024 *Managing IP* Magazine's "IP Stars"
- 6 June 2024, K&L Gates Receives More Than 200 Firm, Individual Rankings in 2024 *Chambers USA* Guide
- 14 February 2024, *World Trademark Review 1000* Recognizes K&L Gates, Lawyers as IP and Trademark Leaders in 2024 Edition
- 23 October 2023, K&L Gates' Intellectual Property Practice, Lawyers Recognized in 2023 *Managing IP* Magazine's "IP Stars"
- 1 June 2023, K&L Gates Receives Firm, Individual Rankings in 2023 *Chambers USA* Guide
- 9 February 2023, K&L Gates, Lawyers Named as IP and Trademark Leaders in 2023 *World Trademark Review 1000* Rankings

- 6 October 2022, K&L Gates Recognized in 2022 *Managing IP* Magazine's 'IP Stars'
- 18 August 2022, More Than 350 K&L Gates Lawyers Named Among 2023 Best Lawyers in America, Ones to Watch
- 1 June 2022, K&L Gates Receives Firm, Individual Rankings in 2022 *Chambers USA* Guide
- 15 March 2022, K&L Gates, Lawyers Named as IP and Trademark Leaders in 2022 *World Trademark Review 1000* Rankings
- 18 October 2021, K&L Gates Continues Growth of Intellectual Property Practice With Addition of Trademarks Partner in Austin

AREAS OF FOCUS

- IP Procurement and Portfolio Management
- IP Litigation