

Alexis Crawford Douglas

Partner

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OVERVIEW

Alexis Crawford Douglas brings a proactive approach to intellectual property law, supporting clients navigating the complexities of trademarks, domain names, social media, and copyrights. With a keen eye for strategic management, Alexis oversees global trademark portfolios for a diverse clientele.

Her extensive experience includes providing trademark counseling to clients in sectors like medical diagnostics, medical devices, healthcare, energy, automotive, manufacturing, food and beverage, consumer products, cosmetics, and technology. Alexis's tailored approach ensures that each client, whether a global giant or an emerging company, receives strategic guidance to protect and enhance their brand identity.

Alexis provides thorough guidance on adopting and clearing new brands in the US and worldwide, helping clients navigate the intricacies of trademark clearance and registration to secure their market position. Alexis strives to provide business focused solutions, advocating for clients while maintaining a practical approach.

When issues arise, Alexis guides clients through disputes, representing them before the Trademark Trial and Appeal Board and in federal courts.

Alexis assists companies with protecting their reputation online, especially when imposters or scams threaten brands and consumers. Alexis is adept at tackling cybersquatting and online infringement, skillfully handling domain name disputes under the UDRP at the Forum and World Intellectual Property Organization, as well as orchestrating website and social media takedowns under the DMCA or relevant policies.

In addition to her litigation experience, Alexis provides strategic counsel on intellectual property issues in complex commercial transactions, advising from IP due diligence through agreement negotiation and post-closing IP support to protect and increase the value of intellectual property. She also offers strategic advice on licensing, assignments, and consent agreements for protecting and leveraging intellectual property assets.

PROFESSIONAL BACKGROUND

Alexis previously worked as an intellectual property intern for an American entertainment company, focused in filmed entertainment. She also served as a judicial extern for the Honorable Morton Denlow of the United States District Court for the Northern District of Illinois.

Prior to her legal career, Alexis worked at a business intelligence solutions company, where she managed a network of educational websites, developing content and coding, and wrote and edited daily news briefs on niche industries for corporate clients. Alexis also owned and managed her own writing, editing, and consulting company.

ACHIEVEMENTS

- Awarded the Alta May Hulett Award by the Chicago Bar Association's Alliance For Women, 25 April 2024
- Listed in the World's Leading Trademark Professionals by *World Trademark Review 1000*, 2022-2024
- Selected to Super Lawyers, 2024
- Named to “40 Under Forty” list, *Chicago Daily Law Bulletin*, 2022
- Selected for Notable Women in the Law, *Crain's Chicago Business*, 2020
- Emerging Lawyer, *Leading Lawyers*™, 2021, 2022
- Listed in *Best Lawyers: Ones to Watch® in America*, 2020-2022
- Selected to Illinois Rising Stars in Intellectual Property, 2020-2023

PROFESSIONAL / CIVIC ACTIVITIES

- International Trademark Association, Internet Committee, Global Governance Subcommittee
- Finance Committee and Co-Chair of AI & Access to Justice Committee for 2025-2026 for the Chicago Bar Association
- Board of Managers for The Chicago Bar Association (2020-2022)
- Vice President of CBA Media and Civic Education, Inc. overseeing the CBA Edward J. Lewis II Lawyers in the Classroom program
- The Richard Linn American Inn of Court
- NIJC Pro Bono Asylum Attorney Program
- Board of Directors for the Skokie Valley Symphony Orchestra (2014-2015)
- Adjunct Professor and co-founder of The John Marshall Law School's Trademark Clinic (2014-2015)

SPEAKING ENGAGEMENTS

- Speaker for “Lawyers as Partners, Personally not Professionally,” The Chicago Bar Association, 20 February 2025
- Speaker for “New Ways to Think About Wellness in 2025,” The Chicago Bar Association, 1 January 2025

- Podcast guest, “The World's Most Fashionable Doll…Goes to Court to Protect Her Brand,” @theBar, The Chicago Bar Association podcast, 27 September 2023
- Mentor, "The Garage," a program empowering student entrepreneurs, Northwestern University, 17 November 2021
- Host Redefining Work-Life Integration in a Post-COVID World as Co-Chair of The Chicago Bar Association's Women's History Month programming, 15 March 2021
- Panelist for the American Bar Association's Fashion Law Round Table, 28 January 2021
- Panelist on Associate Tips and Tricks Panel for The Chicago Bar Association's Young Lawyers Section, 23 July 2020
- Interview on How to Make Partner for The Chicago Bar Association's Young Lawyers Section, 5 May 2020
- Panelist for Navigating Motherhood and Your Legal Career, The Chicago Bar Association's 2nd Annual Working Women's Legal Summit, 6 March 2020. Chair of The Chicago Bar Association's Women's History Month programming, including the Summit
- Hosted a panel and assisted with organization of The Chicago Bar Association's first Working Women's Legal Summit, 8 March 2019
- Moderated *Trademark and Copyright Enforcement at the ITC and Customs* presentation for The Richard Linn Inn American Inn of Court, 15 November 2018
- Moderated ABA Annual Meeting panel on *If the Shoe Fits: What Footwear Cases Teach Us About IP Protection & Enforcement*, 3 August 2018
- Panelist at Chicago Bar Association's Seminar for November 2016 New Admittees to the Illinois Bar on Career Development, 28 February 2018
- Presented on handling unlawful content on social media at General Counsel University: *Like This: How to Assess & Manage Your Social Media Risk*, October 2017
- Moderated *Developing Business by Working in the Community* for the Chicago Bar Association's Young Lawyers Section L.E.A.D. for Large Law Firms Committee, 7 November 2016
- Panelist and assisted with presentation preparation for *Willfulness: The Ship Has Sailed on Seagate* with pupilage group for The Richard Linn Inn of Court, 13 October 2016
- Emceed final round of Launch Competition at Techweek Chicago 2016
- Moderated *Developing a Coveted Expertise* for the Chicago Bar Association's Young Lawyers Section L.E.A.D. for Large Law Firms Committee, 7 April 2016
- Participated in Intellectual Property Law Society's IP practice panel at Northwestern University School of Law, 2 March 2016

- Panelist at *Chicago-Kent Gastro IP Symposium* discussing intellectual property issues for craft brewers, 10 November 2015
- Presented *Tips For Tweets and Engaging Online: Navigating the Legal Issues on Social Media Platforms* at Chicago Bar Association's Creative Arts committee meeting, 15 September 2015
- Presented *Think Before You Tweet* with K&L Gates partner Ben Weed at Techweek Chicago 2015
- Routinely provides presentations on trademark, copyright, social media and advertising guidelines to large and small companies in an accessible way to guide employees' behavior and emphasize importance of IP protection
- Annually teaches foreign trademark prosecution program to new associates at K&L Gates

EDUCATION

- J.D., Chicago-Kent College of Law, Illinois Institute of Technology, 2011 *(cum laude; Moot Court Honor Society, President; Journal of Intellectual Property, Associate Editor, Executive Articles Editor; Dolores K. Hanna Trademark Prize)*
- B.S.J., Northwestern University, 2006 *(Journalism and Political Science)*

ADMISSIONS

- Bar of Illinois
- United States Court of Appeals for the Federal Circuit
- United States District Court for the Northern District of Illinois

THOUGHT LEADERSHIP *POWERED BY HUB*

- October 2025, September and October 2025 Accolades
- 10 July 2025, June and July 2025 Accolades
- 24 December 2024, USPTO Patent and Trademark Fee Increases
- 22 March 2024, HACKED! Regain Control of Your Social Media Identity
- 10 February 2023, False Advertising – Large Jury Verdicts in 2022 and the Likely Uptick in False Advertising Suits in 2023 – Part 1
- 13 January 2023, If You Want it, You Should Have Done a Search on it: Why Trademark Searches Are Essential Before Settling Down With a New Brand
- 4 July 2022, Latvian Citizen Fined US$4.5 Million and Sentenced to More Than Four Years of Imprisonment for Fraudulent Trade Mark Renewal Scheme

- February 2022, February 2022 Accolades
- August 2021, August 2021 Accolades
- 11 November 2020, Congratulations to Our Diverse and Women Lawyers
- 4 May 2020, Show Me the Money: Supreme Court Rules that Trademark Infringers may Disgorge Profits even if the Law was not Willfully Violated
- 22 August 2017, U.S. Court finds Adidas' Stan Smith shoe trade dress protectable
- 5 April 2017, Stop Spreading the News: A Five-Step Guide to Handling Unlawful Content Posted on Social Media & Other Public Platforms
- 30 September 2015, Consider Fair Use Before Submitting Takedown Request

OTHER PUBLICATIONS

- "Combating online brand abuse: practical steps for legal teams and brand owners," *The Trademark Lawyer*, 18 December 2025

NEWS & EVENTS

- 29 January 2026, *World Trademark Review 1000* Recognizes K&L Gates IP Lawyers as Trademark Leaders in 2026 Edition
- 4 February 2025, *World Trademark Review 1000* Recognizes K&L Gates IP Lawyers as Trademark Leaders in 2025 Edition
- 25 July 2024, K&L Gates Advises National Arbitration & Media Holdings, LLC on Investment in Alternative Dispute Resolution Business
- 14 February 2024, *World Trademark Review 1000* Recognizes K&L Gates, Lawyers as IP and Trademark Leaders in 2024 Edition
- 9 February 2023, K&L Gates, Lawyers Named as IP and Trademark Leaders in 2023 *World Trademark Review 1000* Rankings
- 10 January 2022, K&L Gates Advises Blue Point Capital Partners on Platform Investment in National OnDemand
- 19 August 2021, Nearly 300 K&L Gates Lawyers Named Among 2022 Best Lawyers in America, Ones to Watch
- 28 January 2021, Dressing Up Rights: Building a Protectable Fashion Brand
- 2 November 2020, Numerous K&L Gates Diverse and Women Lawyers Recognized for Leadership and Legal Accomplishments

- 9 September 2020, Four Chicago Partners Listed Among 2020 Notable Women in Law by *Crain's Chicago Business*
- 25 June 2020, K&L Gates Intellectual Property Partner Elected to Board of Managers of The Chicago Bar Association
- 24 February 2020, K&L Gates Names 41 New Partners Across Global Platform

AREAS OF FOCUS

- IP Procurement and Portfolio Management
- IP Litigation

INDUSTRIES

- Apparel and Footwear
- Consumer Goods and Services
- Life Sciences

REPRESENTATIVE EXPERIENCE

- Achieved successful transfer decision in dispute over domain names where the registrant was selling deeply discounted counterfeit versions of the client's luxury clothing items, deceiving customers, and leading them to believe the registrant was affiliated with our client.
- Negotiated a coexistence agreement between a Toronto, Ontario-based independent investment firm supported by a multi-affiliate investment management group and a privately held platform focused on real estate acquisition and management; the platform requested consent because our client's trademark registration for investment funds and related services was blocking the platform's trademark application for real estate financing and investment services. Negotiated mutually agreeable terms, preserving the client's ability to make investments in the real estate space.
- Negotiated and obtained coexistence and consent agreement from owner of cited mark blocking automotive filtration client's new house mark at the USPTO for its core services, which will allow client's mark to register
- Represented plaintiff Nerdio, Inc. from pleadings through trial in its successful cancellation of NERDIO registration based on priority and likelihood of confusion at the Trademark Trial and Appeal Board. The registration was blocking the client's application for NERDIO, and the Board found the evidence showed the client had been providing services under the mark first, giving the client priority over the earlier-filed application
- Obtained numerous successful transfers of domain names in arbitration proceedings under the Uniform Domain Name Dispute Resolution Policy at the Forum. The Forum panelists have ruled that the domain name

was confusingly similar to the client's trademark, the registrant had no legitimate interest in the domain name and was using it to give the impression it was maintained by the client, and the domain name had been registered and used in bad faith

- Advises on intellectual property in mergers, acquisitions, asset purchases, financing, and other strategic transactions; served as intellectual property counsel on 65 transactions in 2024
- Successfully negotiated an amendment to a Japan energy company in Trademark Consent and Coexistence Agreement with software developer. The company uses its company name in various marks in connection with the provision of a wide range of energy-related services
- Negotiated global trademark coexistence agreement between an established transfusion medicine trademark and new genetic mapping trademarks, resolving numerous contentious proceedings related to the marks around the world and charting a path for mutual cooperation and fields of use in the future, creating business certainty and clear spaces for the marks
- Manage numerous trademark applications and Office Action responses to the US Patent and Trademark Office involving a range of products and services
- Global trademark counsel to brands in a range of industries, particularly focused on diagnostics and pharmaceuticals; counseled clients on clearance searches and risk assessments for new trademarks, brands, logos, and company names
- Represented plaintiff in trademark infringement, unfair competition and cybersquatting case in the Northern District of Illinois and obtained favorable judgment, novel damages award, and injunction
- Obtained successful transfer of domain names for car care client from cybersquatter offering competitive services
- Obtained successful transfer of .com domain name for online health insurance marketplace
- Represented plaintiff in trademark infringement and unfair competition action in the Southern District of New York, drafted pleadings, briefed and appeared in preliminary injunction hearings, engaged in motion practice, conducted depositions, and advised on discovery strategy
- Obtained successful transfer of .com domain name based on extensive common law rights
- Routinely assist clients with removing infringing content from third-party websites
- Successful transfer of domain name for financial services firm from cybersquatter
- Obtained successful transfer of domain name for financial services firm from cybersquatter
- Represented defendant as trademark counsel in Northern District of Illinois case involving trade dress infringement allegations for unique bottle design
- Prevented transfer of rightfully registered domain names for medical device company