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### Practice Areas

- Intellectual Property Litigation
- Litigation & Dispute Resolution

### Education

- J.D., Duke University School of Law, 1990
- B.A., Yale University, 1987

### Bar & Court Admissions

- U.S. Court of Appeals, Eleventh Circuit
- U.S. Court of Appeals, Federal Circuit
- U.S. District Courts for the Middle and Northern Districts of Georgia
- Supreme Court of Georgia
- Court of Appeals of Georgia
- Georgia

### W. Scott Creasman

Scott Creasman handles intellectual property and technology litigation, and business matters involving patents, copyrights, trademarks, trade dress, trade secrets, and false advertising. A significant portion of his practice involves the prosecution of trademarks and copyrights. He has experience with Internet issues, including domain name rights and UDRP proceedings, privacy, information security, and other e-commerce matters. His practice also includes intellectual property and technology matters in the entertainment and sports industries.

Mr. Creasman has been interviewed by a variety of media outlets on intellectual property and technology issues, including CNBC, The Washington Post, The Toronto Star, The Wall Street Journal, The ABA Journal, Bloomberg News, The Atlanta Business Chronicle, and Business Insurance Magazine. Mr. Creasman has served as an adjunct instructor on “Legal Issues in Technology Transfer” at the Georgia Institute of Technology, School of Management. He has spoken for numerous entities, including the ABA Section of Intellectual Property Law, the State Bar of Georgia Intellectual Property Section, the Atlanta Bar Association Intellectual Property Section, the National Business Institute, Law Seminars International, Institute of Continuing Legal Education in Georgia, and Lorman Educational Services.

### Publications and Articles

- “Establishing Geographic Rights in Trademarks Based on Internet Use” The Trademark Journal: Official Journal of the International Trademark Association, September – October, 2005
- “Free Speech and ‘Sucking’ – When is the Use of a Trademark in a Domain Name Fair?” The Trademark Journal: Official Journal of the International Trademark Association, September – October, 2005
- “Plaintiff’s Damages” Trademark Infringement Remedies, ABA Intellectual Property Law Section and BNA Books, February 2006 (2007 update)
- “Understanding and Serving the Advertising Needs of the Client” Inside the Minds – Advertising and Marketing Litigation Best Practices, Asaptrone Books, September 2007

### Memberships

- Atlanta Bar Association, Litigation Section, Intellectual Property Section – Board Member, CLE Board of Trustees
- International Trademark Association, Legislative Affairs Committee, Model State Trademark Bill Subcommittee, Dilution and Model State Trademark Bill Taskforce
- Lawyers Club of Atlanta, Executive Committee (2004-present), Secretary (2007-2008), Treasurer (2008 – 2009)
- State Bar of Georgia, Intellectual Property (Trademark Committee), Litigation, and Technology Sections
- Technology Association of Georgia, Leadership Council, Information Security Society – Co-Chair and Board of Directors
- Atlanta History Center, Snake Nation Board of Directors
- High Museum of Art, Wine Auction Organizing Committee, Chair of Trade Tasting