

## People



### Samuel T. Kilb

Special Counsel, Intellectual Property

New York

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vCard

Sam Kilb advises clients in the fashion, technology, sports, entertainment, media, and consumer product sectors, focusing on the acquisition, protection, and commercialization of intellectual property rights. Drawing on his experience as a former in-house attorney at a leading athletic apparel company, Sam adopts a comprehensive, business-focused approach to advising clients.

Sam regularly counsels clients on building, maintaining, and enforcing global trademark and copyright portfolios, conducting trademark clearance searches, and drafting opinions on use, availability, and risk. He is skilled in developing strategies to overcome office actions and preparing related arguments, as well as handling maintenance filings and issuing takedowns and cease-and-desist letters. His experience also includes developing litigation strategies and managing proceedings before the Trademark Trial and Appeal Board (TTAB), including pleadings, discovery, and motion practice. Sam is also proficient in negotiating and advising on settlement and coexistence agreements.

In addition to his work in traditional intellectual property areas, he provides strategic legal advice on emerging technologies, such as web3 and AI tools, helping clients develop compliance policies and training materials. He is experienced in negotiating, structuring, drafting, and reviewing a variety of commercial contracts, including license agreements, talent agreements, and collaboration agreements for clients across diverse sectors.

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#### Areas of Experience

Intellectual Property  
Trademarks  
Copyrights  
Intellectual Property Licensing  
Intellectual Property Transactions and Due Diligence  
Franchise and Licensing

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#### Education

J.D., Benjamin N. Cardozo School of Law, 2015, magna cum laude, Order of the Coif  
B.A., Stony Brook University, 2012, summa cum laude

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#### Admissions

##### Bars

New York

## Related Professional Experience

- adidas, Trademark Counsel, 2017-2019

## Published Work and Lectures

- AltLegal and Corsearch Live, Speaker, "The AI Brandwagon: Why AI is Becoming so Popular for Trademark Practice," March 19, 2024

- Institute of Continuing Legal Education Intellectual Property Law Spring Seminar, Speaker, “Protecting Brands and Managing the Metaverse,” March 2, 2023
- International Trademark Association, Speaker, “You Don’t Know What You Don’t Know: How to Ethically Acquire the Necessary Expertise to Counsel a Client on New Business or Industry Developments,” May 2, 2022
- *Managing Intellectual Property*, Co-Author, “USPTO Establishes Audit Programme for Trade Mark Affidavits of Use,” May 1, 2017
- *Managing Intellectual Property*, Co-Author, “The Universal Language of Non-Verbal Design Marks,” November 1, 2015

## Honors and Distinctions

- *Super Lawyers* Magazine, 2022-2024, Listed in New York as a “Rising Star” for Intellectual Property
- Burton Award for Distinguished Legal Writing, 2016, For His Co-Authored Article in *Managing Intellectual Property Magazine*, “The Universal Language of Non-Verbal Design Marks”