



Alexandra MacKay

Title: Member

Phone: 615-782-2223

Location: Nashville, TN

Email: [alexandra.mackay@stites.com](mailto:alexandra.mackay@stites.com)

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Alex MacKay counsels clients in litigation and transactional matters involving intellectual property. She assists clients with the selection, adoption and registration of their trademarks as well as registration of copyrights. Alex represents clients in the enforcement of their intellectual property rights and has practiced before federal and state courts as well as the Trademark Trial and Appeal Board. She assists clients with a variety of transactional issues including those related to licensing of copyrights, trade secrets, trademarks and other intellectual property rights.

## CAPABILITIES

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### Practice Areas

- Advertising & Marketing Law
- Copyrights
- Hemp Industry
- Intellectual Property & Technology
- Intellectual Property Litigation
- Licensing
- Media / First Amendment Law
- Privacy & Data Security
- Sports & Entertainment
- Telecommunications, Technology & Internet Law
- Trademarks

## BAR ADMISSIONS

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- Tennessee
- U.S. Court of Appeals for the 4th Circuit
- U.S. Court of Appeals for the 6th Circuit
- U.S. Court of Appeals for the Federal Circuit
- U.S. District Court for the Middle District of Tennessee
- U.S. District Court for the Western District of Tennessee

## RECENT NEWS, ARTICLES & SPEAKING ENGAGEMENTS

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- Information You Need on the COVID-19 Coronavirus *Stites & Harbison, PLLC* March 2020
- Supreme Court Rules That Generic Terms + .com May Be Capable of Federal Trademark Registration *with Mari-Elise Paul* Stites & Harbison Client Alert, July 16, 2020
- Lucky Brand Gets Lucky Before the Supreme Court *with Mari-Elise Paul* Stites & Harbison Client Alert, June 1, 2020
- More Relief for Trademark Owners from the PTO Deadlines During the Pandemic Trademarkology blog, April 9, 2020
- Shiver Me Timbers! States Can't be Sued for Copyright Infringement *with Mari-Elise Paul* Stites & Harbison Client Alert, March 25, 2020
- Coronavirus and Trademarks Trademarkology blog, March 17, 2020
- The PTO's Valentine: Rule Changes for Email Addresses and Specimens Trademarkology blog, February 13, 2020
- Federal Circuit Court of Appeals Leaves Open the Question of Whether ITC Determinations of Trademark Issues Have Preclusive Effect Trademarkology blog, September 20, 2019
- Finally U Can Trademark immoral or scandalous marks *with Mari-Elise Paul* Stites & Harbison Client Alert, June 26, 2019
- Trademarks in Bankruptcy *with Erika R. Barnes and Mari-Elise Paul* Stites & Harbison Client Alert, May 28, 2019
- The Race to Privacy Stites & Harbsion Thirsty Thursday Speaker Series, April 25, 2019
- Supreme Court Throws Copyright Owners Curveballs *with Mari-Elise Paul* Stites & Harbison Client Alert, March 6, 2019
- Brand on the Run - Why Bands Need a Trademark Strategy *INTABulletin*, August 1, 2018

- First Amendment Protects Trademark Owners from Government Censorship *with Joel T. Beres*  
Stites & Harbison Client Alert, December 22, 2017
- I'm with the Banned (no longer)  
co-presenter of CLE program on *Matal v. Tam* and its implications for Nashville Bar Association,  
August 11, 2017
- Defining Use in Interstate Commerce in Trademark Applications  
*INTA Bulletin*, October 1, 2016
- TTAB Rulings on Trademark infringement Cases: Preclusion Explored  
Co-presented on a panel. Provided by The Knowledge Group Dec. 2015.
- The Impact of the TTAB Decision You Just Received May be Greater than you Thought Stites &  
Harbison Client Alert, March 25, 2015
- Recent Copyright Developments  
panel co-presenter at the mid-winter meeting of The Copyright Society of the USA in Nashville,  
Tenn., with Tara Aaron (Aaron Sanders, PLLC) and Autumn Witt Boyd (Law Office of Autumn  
Witt Boyd), February 14, 2015
- Considering Intellectual Property Assets for Collateral  
*The Tennessee Banker* magazine, co-authored, October 2012
- Security Interests in Intellectual Property  
Bankers Breakfast Series, Nashville, Tenn., March 8, 2012
- Trademarks and Ethics  
Tennessee Bar Association's Intellectual Property CLE, March 4, 2011
- Search Engines and Trademark Law  
Technology Association of Georgia Finance Society, December 2, 2009
- Intellectual Property Law: Trademarks  
Walkabout 180, sponsored by Nashville Chamber of Commerce, October 20, 2009
- Ethics and Trademarks: By the Seat of Your Pants  
Panelist, Ethical Issues in Intellectual Property Law session of Second Annual Conference on  
Innovation and Communications Law, Louisville, Ky., August 22, 2009
- Legal Issues for Photographers  
Co-presenter, Tennessee Volunteer Lawyers for the Arts, Nashville, Tenn., May 29, 2008

- Copyright Basics  
Co-presenter, Tennessee Volunteer Lawyers for the Arts, Nashville, Tenn., May 29, 2008
- Recent Developments in Trademark Law  
Panelist, Nashville Bar Association's Intellectual Property CLE program, Nashville, Tenn., February 28, 2008

## FIRM LEADERSHIP

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- Diversity Committee, Member

## MEMBERSHIPS

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- International Trademark Association
- American Bar Association
- Tennessee Bar Association
- Nashville Bar Association
- Lawyers Association for Women
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## COMMUNITY INVOLVEMENT

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- Tennessee Justice Center, Board of Directors, (2008-present); Board Chair (2017-19)
- Nashville Philharmonic Orchestra, Board of Directors (2015-present); Board Chair (2016-17)
- Ten Thousand Villages of Nashville, Inc., Board of Directors, (2008-13)
- St. Mary Villa, Board of Directors, (2009-12)

## EDUCATION

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University of Michigan Law School J.D. 2000

Vanderbilt University B.Mus., Music 1997

## MORE THAN STITES & HARBISON

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Alex serves on the board of Tennessee Justice Center, which provides civil legal services for indigent persons, prioritizing cases that affect health care and income security of families. She also serves on the board of the Nashville Philharmonic Orchestra, a volunteer community orchestra of amateur and professional musicians that brings symphonic music free of charge to audiences around middle Tennessee. In years past, Alex has served on the board of directors for and volunteered for Ten Thousand Villages of Nashville, Inc., a non-profit organization that supports fair trade and empowers artisans in developing countries by selling their hand-crafted products. Alex was a member of the Tennessee Bar Association Leadership Law (TBALL) Class of 2009.

## LANGUAGES

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Spanish

## ACCOLADES

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- Nashville Bar Foundation, Fellow (2015)
- *Best Lawyers in America*®, Copyright Law, Litigation - Intellectual Property and Trademark Law (2012-20)
- *Best Lawyers in America*®, Nashville Area Lawyer of the Year for Copyright Law (2015, 2017, 2019)
- *Best Lawyers in America*®, Nashville Area Lawyer of the Year for Trademark Law (2018)
- *Mid-South Super Lawyers*® (2012-19)
- *Mid-South Super Lawyers*®, Rising Stars (2009-10)
- *Managing Intellectual Property*, IP Stars (2013-20)
- *Chambers USA*, "America's Leading Lawyers for Business," Intellectual Property (2020)

## TESTIMONIALS

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" "She does excellent work," comments a client, adding: "She is well skilled and knowledgeable in the IP area. She is quick to respond and is proactive." "

- *Chambers Commentary (USA)*, 2020