STITES & HARBISON PLLC

Alexandra MacKay

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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

Practice Areas

- Intellectual Property Litigation
- Intellectual Property & Technology
- Trademarks
- Licensing
- Copyrights
- Telecommunications, Technology & Internet Law
- Privacy & Data Security
- Sports & Entertainment
- Hemp and Medical Cannabis
- Advertising & Marketing Law

BAR ADMISSIONS

- 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

- No Contributory Liability for Online Service Providers Merely for Providing Services to Infringers
  ,with Samuel F. Miller (Sam) Stites & Harbison Client Alert, March 31, 2026
- Supreme Court Rules Trademark Plaintiffs Can Only Recover Profits from Defendants Named in the Action
  ,with Samuel F. Miller (Sam) Stites & Harbison Client Alert, February 27, 2025
- New Trademark Fees at the PTO Starting January 18, 2025
  Stites & Harbison Client Alert, December 12, 2024
- Annual Case Law Review (Nashville, TN)
  co-host/speaker, INTA North America Roundtable, January 31, 2024
- Supreme Court "Chews" VIP Products LLC's Position, Unanimously Siding with Jack Daniel's Properties, Inc.
  Stites & Harbison Client Alert, June 30, 2023
- The Elite Squad of Intellectual Property Lawyers in Tennessee
  by editor, *Business Today News*, May 9, 2023 *,with Richard S. Myers Jr.*
- Managing IP honors Stites & Harbison attorneys
  by staff reporter, *The Nashville Ledger*, July 23, 2021 *,with Richard S. Myers Jr.*
- Data Privacy Day: Scanning Data Privacy Issues for 2021
  ,with Sarah Cronan Spurlock Stites & Harbison Client Alert, January 29, 2021
- Aspects of the Trademark Modernization Act: Letters of Protest
  Trademarkology blog, January 25, 2021
- Supreme Court Rules That Generic Terms + .com May Be Capable of Federal Trademark Registration

Stites & Harbison Client Alert, July 16, 2020

- Lucky Brand Gets Lucky Before the Supreme Court
  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
  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
- Information You Need on the COVID-19 Coronavirus
  Stites & Harbison, PLLC March 2020
- Finally U Can Trademark immoral or scandalous marks
  Stites & Harbison Client Alert, June 26, 2019
- Trademarks in Bankruptcy
  ,with Erika R. Barnes Stites & Harbison Client Alert, May 28, 2019
- The Race to Privacy
  Stites & Harbsion Thirsty Thursday Speaker Series, April 25, 2019 *,with Sarah Cronan Spurlock*
- Supreme Court Throws Copyright Owners Curveballs
  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

- Diversity Committee, Chair
- Diversity and Inclusion Task Force, Member (2021)

MEMBERSHIPS

- International Trademark Association,
  - INTA Bulletin, Editorial Board (2026-present)
  - Professional Development Committee (2024-present)
  - Bulletin Committee (2020-23; 2014-17)
  - Emerging Issues Committee (2018-19)
  - Online Reference Committee (2010-13)

- Non-traditional Marks Committee - North America (2008-09)
- Trade Dress Image Library Committee of IRC (2004-07)
- Membership Committee (2002-03)

- American Bar Association
- Tennessee Bar Association,
  - Access to Justice Committee, Member (2004-17)
  - Vice Chair (June 2007-12)
  - Chair (June 2012-14)
  - Leadership Law (TBALL) Class of 2009
- Nashville Bar Association
- Lawyers Association for Women

COMMUNITY INVOLVEMENT

- Nashville Philharmonic Orchestra, Board of Directors (2015-21); Board Chair (2016-17)
- Tennessee Justice Center, Board of Directors, (2008-20); Board Chair (2017-19)
- Ten Thousand Villages of Nashville, Inc., Board of Directors, (2008-13)
- St. Mary Villa, Board of Directors, (2009-12)

EDUCATION

- University of Michigan Law School J.D., 2000
- Vanderbilt University B.Mus., Music, 1997

MORE THAN STITES & HARBISON

Alex previously served on the boards of the Nashville Philharmonic Orchestra and the Tennessee Justice Center. 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

Spanish

ACCOLADES

- American Bar Foundation, Fellow (2022)
- Nashville Bar Foundation, Fellow (2015)
- *Best Lawyers in America*®, Copyright Law; Litigation - Intellectual Property; and, Trademark Law (2012-27)
- *Best Lawyers in America*®, Nashville Area Lawyer of the Year for Copyright Law (2015, 2017, 2019, 2027)
- *Best Lawyers in America*®, Nashville Area Lawyer of the Year for Trademark Law (2018, 2025, 2027)
- *Best Lawyers in America*®, Nashville Area Lawyer of the Year in Litigation - Intellectual Property (2021)
- *Mid-South Super Lawyers*® (2012-25)
- *Mid-South Super Lawyers*®, Top 100 Lawyers in Tennessee (2023-25)
- *Mid-South Super Lawyers*®, Top 50 Lawyers in Nashville (2023-25)
- *Mid-South Super Lawyers*®, Top 50 Women Lawyers in the Mid-South (2023-25)
- *Mid-South Super Lawyers*®, Rising Stars (2009-10)
- *Managing Intellectual Property*, IP Stars (2013-26)
- *Chambers USA, "America's Leading Lawyers for Business,"* Intellectual Property (2020-26)
- *WTR 1000 - The World's Leading Trademark Professionals*, World Trademark Review (WTR) (2023-25)