



## **Micheline Johnson**

**Counsel**

**Atlanta**

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404-815-3943

**Intellectual Property | Trademark Law | Patent Law | Copyright Law | Unfair Competition**

## **Empowering innovation through strategic protection.**

Micheline Johnson serves clients as an intellectual property strategist, aligning IP creation and protection with clients' unique business objectives across diverse industries. Her particular expertise in law, chemistry, and finance provides a unique ability to identify and address varied potential issues, which enables her to protect and leverage intellectual capital effectively. Micheline's experience spans global car sharing, international media networks, pharmaceuticals, consumer products, hospitality, medical devices, and web-based services, providing a broad range of clients with practical clarity and strategic risk mitigation in IP matters.

Micheline manages complex trademark and patent matters worldwide. She negotiates international co-existence agreements and licensing deals and enforces IP rights against online and onsite infringers. She represents clients in federal courts and before the USPTO's Patent and Trademark Trial and Appeal Boards, handling trademarks, copyrights, unfair business practices, and patents related to chemicals, manufacturing, toys, medical devices, and computer-based business methods.

Before joining SGR, Micheline chaired a national law firm's Trademark and Branding section after developing and leading its Intellectual Property Group. She then spent a number of years at a new-model law firm that prioritized efficiency, value, and responsiveness, and is pleased to bring these values and her experience to SGR's international platform.

### **REPRESENTATIVE EXPERIENCE**

- Led litigation team securing "famous" status for AVIS trademark in Taiwan, enhancing legal protections.
- Developed and executed multi-pronged strategy to reclaim client's trademark ownership in China from prior unauthorized registrants ("pirates").
- Repeatedly applied reclamation strategy for additional pirated trademarks in China.
- Obtained, maintained, and managed global IP protection for market-leading brands.
- Enforced clients' brands against online infringement.
- Prosecuted and litigated domestic and international patents across diverse technologies.

### **EDUCATION**

J.D., Vanderbilt University

M.B.A., Vanderbilt University, Finance

B.S., Spring Hill College, Chemistry

### **BAR ADMISSIONS**

Georgia

District of Columbia

Tennessee

U.S. Patent and Trademark Office

### **MEMBERSHIPS**

American Bar Association

American Chemical Society

Chattanooga Women's Leadership Initiative, former Corporate Advisory Board member

Corporate Partnership for Lookout Mountain Elementary School, Past Chairman

Family Promise of Greater Chattanooga, Past President and Board Member

Federation Internationale des Conseils en Propriété Intellectuelle (FICPI), Trademark CET Committee

Georgia Bar Association - Patent, Trademark, and Copyright Sections

Intellectual Property Owners Association

International Refugee Assistance Project, Past Volunteer

International Trademark Association (INTA), Emerging Issues Committee

Pro Bono Attorney in Chattanooga and Atlanta Legal Aid Programs

Second Life Chattanooga, Former Board Member

St. Jude Home and School Association, Past Board Member

Tennessee Bar Association - Patent, Trademark, and Copyright Sections

The Junior League of Chattanooga, Past Board Member

### **RECOGNITIONS**

The Best Lawyers in America®, 2020–2026

The Best Lawyers in America®, Trademark Law, 2012–2026

The Best Lawyers in America®, Copyright Law, 2016–2026

The Best Lawyers in America®, Patent Law, 2017–2026

The Best Lawyers in America®, Entertainment Law – Motion Pictures and Television, 2017–2026

Tennessee Super Lawyers, 2019

Best Lawyers® Chattanooga Patent Law "Lawyer of the Year," 2018

Top 100 Tennessee Attorneys, Mid-South Super Lawyers®, 2016–2018

Top 50 Female Attorneys, Mid-South Super Lawyers®, 2015–2018

Listed in Mid-South Super Lawyers® in Intellectual Property, 2013–2018

Best Lawyers® Chattanooga Trademark Law “Lawyer of the Year,” 2014

Martindale-Hubbell AV® Preeminent™ Peer-Review Rated

## **LANGUAGES**

French