

## Brooke R. Watson

Associate

Charlotte, NC

(704) 347-6420

[bwatson@burr.com](mailto:bwatson@burr.com)



Brooke Watson is an Associate in the Charlotte office where she practices in the firm's Intellectual Property and Cybersecurity groups.

Brooke assists clients with intellectual property matters related to trademarks, trade secrets, patents, and copyrights. She works with clients to protect and license their intellectual property. In addition, Brooke has experience litigating intellectual property matters in federal court, as well as proceedings before the Trademark Trial and Appeal Board.

Brooke also actively contributes in the firm's Corporate Transactions Group. She is regularly involved with intellectual property matters arising from corporate transactions, including intellectual property due diligence for mergers and acquisitions. She also routinely participates in the due diligence of large multi-unit franchisor- and franchisee-clients.

Additionally, Brooke advises clients with regard to data privacy law compliance. When a cyber incident occurs, Brooke has experience assisting clients with their cyber incident response, including compliance with state data breach notice requirements.

Brooke received her Juris Doctor from the University of North Carolina School of Law. During law school, Brooke served as a member of the *North Carolina Law Review's* Executive Board as the Publication Editor. Brooke was also a Dean's Fellow and a recipient of the Eugene Gressman and Daniel H. Pollitt Oral Advocacy Award.

Prior to attending law school, Brooke worked as a paralegal at boutique intellectual property and civil litigation firms. Brooke earned her undergraduate degree from Duke University. While at Duke, Brooke was a four-year member of the cheerleading team.

#### PARALEGAL/ASSISTANT

Legal Practice Assistant

Karen Williams

(205) 458-5329

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#### CAPABILITIES

Intellectual Property

Cybersecurity & Data Privacy

Food & Beverage

#### EDUCATION

J.D., University of North Carolina (2019)

B.A., Duke University (2014)

#### LICENSED IN

Alabama

North Carolina

South Carolina

#### ADMITTED IN

U.S. District Court - Northern District of Alabama

U.S. District Court - Eastern District of North Carolina

U.S. District Court - Western District of North Carolina

U.S. Court of Appeals for the Fourth

# Brooke R. Watson

## Experience

- Private Equity Firm Acquires Majority Interest in Restaurant Company  
11.12.2019

## Honors & Recognition

- Listed in *Best Lawyers: Ones to Watch*: Litigation - Intellectual Property (2022-2023)

## News

- Burr & Forman Launches Microsite and Enhances Cybersecurity & Data Privacy Team Across The Southeast  
Firm News, 05.09.2022
- Law360: Burr & Forman Starts College Athlete NIL Resource Site  
Firm News, 09.16.2021
- Burr & Forman Launches NIL Microsite for College Athletes  
Firm News, 09.14.2021
- Burr & Forman Represents Brentwood Associates in its Initial Investment in Snooze  
Firm News, 12.21.2020
- Burr & Forman Helps Private Equity Firm Acquire Majority Interest in Chicken Salad Chick  
Firm News, 11.12.2019

## Articles

- Distinctive Trademarks: What Are They, and Why Are They Important to Your Food and Beverage Services?  
Article, 10.24.2022
- Protecting Against Cyber Threats During the Russia-Ukraine Conflict  
Articles / Publications, 05.12.2022
- Cybersecurity & Data Privacy E-Note December 2021  
Articles / Publications, 12.14.2021
- Brooke Watson Authors Article on Secure Employee Offboarding for Business Alabama  
Labor & Employment, 05.06.2021
- COVID-19 Cybersecurity Considerations for a Remote Workforce  
Articles / Publications, 04.07.2020

Circuit

# Brooke R. Watson

## Civic Activities

- UNC Law Young Alumni Leadership Council, *Co-Chair*
- Duke Admissions Advisory Committee - Birmingham, *Chairperson*

## Professional Activities

- South Asian Bar Association of North America