Carl Eppler

Partner

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Industries

Technology

Computer Systems & Software Development

Consumable Goods

Life Sciences

Manufacturing

Practice Areas

Business & Commercial Litigation

Advertising & Media

Copyright

Data, Digital Assets & Technology

Digital Assets

Intellectual Property

International Services

Litigation

Sports & Entertainment

Technology Transactions

Trademarks

Bar Memberships

Tennessee

Carl is a highly regarded intellectual property attorney specializing in trademark, copyright, and advertising issues. Carl has been recognized by the World Trademark Review (WTR) since 2022 as one of the world's leading trademark professionals. Carl has experience managing all aspects of global branding strategy, including international trademark portfolio management, clearance, application drafting, prosecution, monitoring, licensing, transfers, enforcement, and litigation. Carl provides expert advice to clients in a variety of industries, including food/beverage brands, cosmetics and lifestyle brands, consumer products, as well as technology, blockchain, and start-ups. Carl also has vast experience with domain name protection and enforcement, and with copyright issues for his clients, including registration, transfers and licensing, enforcement, and litigation.

In addition to his trademark and copyright expertise, Carl is the co-lead of FBT Gibbons' Advertising, Media, Entertainment, and Copyright service team. Carl advises his clients on a vast array of advertising issues, including state and federal regulatory compliance, advertising review and clearance, traditional and digital advertising campaigns and promotions, and various technology and service agreements.

Prior to joining the firm, Carl was a judicial clerk for the Honorable Jon P. McCalla, Chief Judge for the U.S. District Court for the Western District of Tennessee. Before practicing law, Carl was an active music teacher and taught a number of nationally competitive high school marching bands and drum and bugle corps. Carl has continued to stay active in the arts by serving as President of the Board of Directors for the Music City Mystique non-profit

percussion ensemble, and by supporting music education in Nashville.

Other Info About Carl

Experience

Evaluating potential trade and service marks; prosecuting federal trade and service marks; enforcing and protecting trademark rights.

Advising clients on copyright matters, including registration, licensing, enforcement, and litigation.

Drafting and negotiating intellectual property licensing and protection agreements.

Advising clients on advertising copy, including label requirements and regulatory disclosures.

Providing legal support for service agreements, vendor contracts, and technology transactions.

Business litigation matters including intellectual property matters, contract disputes, and non-compete agreements.

Education

University of Memphis, Cecil C. Humphreys School of Law, J.D., 2012, *magna cum laude*

Belmont University, B.A., Video and Film Production and Theory, 2002, *magna cum laude*, Honors program

Clerkships

U.S. District Court for the Western District of Tennessee, Hon. Jon P. McCalla, 2012-2013

Courts

U.S. District Court for the Eastern District of Tennessee

U.S. District Court for the Middle District of Tennessee

U.S. District Court for the Western District of Tennessee

U.S. Court of Appeals for the Sixth Circuit

Recognition

The Best Lawyers in America®: Litigation – Intellectual Property, 2026; Copyright Law, 2027

The Best Lawyers in America®: Ones to Watch, Litigation—Intellectual Property, 2025

World Trademark Review (WTR) 1000 (The World's Leading Trademark Professionals), 2022 – 2025
– Top Attorney in Tennessee – Recommended

Nashville Young Leaders Council, 2015

Outstanding Student Note, University of Memphis Law Review, 2012

Commencement Speaker, Class of 2012

Editor-in-Chief, University of Memphis Law Review, 2011-2012

Sam Myar Memorial Scholarship recipient, 2011-2012

Dean's Distinguished Service Award

Student Bar Association Distinguished Service Award

Professional Affiliations

International Trademark Association (INTA)

Commercialization of Brands Committee, Member 2021–24 (by appointment)

Association of National Advertisers (ANA)

Nashville Bar Association

Civic Activities

MCM Productions, LLC, Board of Directors, Past President 2017–2023

Arts & Business Council of Greater Nashville – Volunteer Lawyers & Professionals for the Arts

Featured Articles

AI Chatbots, Hallucinations, and Legal Risks

2023 Updates to FTC Endorsement Guides

In CASE You Missed It: Significant New Dispute-Resolution Process for Copyright Claims

Supreme Court Ruling Impacts Copyright Infringement Claims

Supreme Court to Resolve Copyright Infringement Circuit Split

Attention Website Operators and Online Service Providers

In Fashion this Season (and also Eligible for Copyright Protection): Graphical Elements of Clothing Designs

Attention Website Operators and Online Service Providers: It's Time to Refile Your Designated Agent Information with the U.S. Copyright Office

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