



Since joining Under Armour in 2014, Kelly Williams has lead its trademark team, managing Under Armour’s global trademark prosecution and enforcement efforts, as well as, counseling compliance with its marketing and promotions initiatives. Mrs. Williams has practiced in this area for more than 20 years in a variety of roles as an IP legal secretary before law school, an examining attorney with the U.S. Patent and Trademark Office, private practice and over 10 years of in-house experience. Mrs. Williams’ experience has given her a concrete understanding of the legal and business complexities relative to managing a robust trademark practice and dynamic marketing brand.