HUSCH BLACKWELL

Timothy L. Capria

OFFICE MANAGING PARTNER

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OVERVIEW

Tim is a forward-thinking IP, media, and franchise strategist who turns complex legal challenges into business wins.

Tim provides sophisticated counsel in intellectual property (IP), franchising, advertising, and media law. Tim is widely recognized for his strategic approach to portfolio management and counseling for multinational brands, with deep experience advising clients in both domestic and international markets.

A seasoned strategist, Tim works creatively with clients to help them identify their objectives and chart a clear path to achieve them. He is always planning ahead—anticipating challenges, identifying favorable offramps to disputes, and structuring matters so that adversaries are incentivized to take those offramps. Tim's forward-thinking, pragmatic style ensures that clients are not only protected, but are also positioned to resolve disputes efficiently and advantageously.

"His knowledge of his field is clearly particularly high, but most importantly he is able to deliver the salient legal points in an understandable way for non-experts. Knowing that we have a very knowledgeable, considerate and caring legal representative is incredibly reassuring."

— Chambers USA 2024

Industry

Financial Services & Capital Markets

Services

Advertising & Marketing

Copyrights

Intellectual Property

Intellectual Property Counseling

Intellectual Property Litigation

Trademarks

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In the franchising sector, Tim's experience extends well beyond IP. He is acutely aware of how IP rights intersect with the franchisor-franchisee relationship and is highly valued for his real-world, business-minded approach to the complex issues that arise in franchise systems. Tim also has significant experience enforcing non-compete agreements against franchisees and their affiliates, ensuring the continued protection of franchise systems and brand integrity. His work spans litigation and arbitration involving trademarks, trade secrets, contractual obligations, and restrictive covenants. He provides actionable guidance at every stage, from structuring and protecting franchise brand assets, to navigating cross-border disputes.

Tim also offers both offensive and defensive advertising advice, guiding clients through truth-in-advertising compliance, health and safety claims, and environmental marketing. His counsel helps clients promote their brands confidently while minimizing legal risk, or in the case of competitors, ensuring market practices.

In the media industry, Tim advises on high-profile film and media production projects, representing both content creators and producers. He structures and negotiates deals, protects IP rights, and manages the legal complexities of content creation and distribution.

Tim is a recognized leader in social media and influencer marketing, providing counsel on sophisticated endorsement arrangements, including complicated endorser-equity deals and social media endorsements. He ensures clients' promotional efforts are compliant, effective, and aligned with their business goals.

Tim's previous in-house experience at Amazon gives him a unique, business-oriented perspective, allowing him to deliver practical, creative, and results-driven legal counsel.

Tim's copyright practice spans both litigation and strategic counseling across a wide range of industries and contexts. On the contentious side, he has litigated software code copyright disputes and pursued copyright claims against former franchisees, protecting clients' most valuable creative and commercial assets. On the advisory side, he provides worldwide copyright strategy to clients across industries, counseling on registration strategies for websites and key content assets and building defensible portfolios that support enforcement, licensing, and long-term asset value. Tim has structured and negotiated multiple high-profile film production and literary publishing agreements, bringing a sophisticated understanding of copyright ownership, licensing, and clearance to complex content transactions.

Tim serves as the Office Managing Partner for Husch Blackwell's Nashville office.

Experience

- Counseled national food manufacturer regarding brand best practices and potential strategies to support manufacturer's nationwide sales to a major warehouse club.

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Experience

- Represented multiple brand owners in numerous opposition and cancellation proceedings before the TTAB, including proactive cancellations of existing trademark registrations to eliminate uncertainty and strengthen brand owners' marks.
- Served as intellectual property counsel for an apparel on-demand manufacturer and retailer client, including assisting the client in identifying and documenting inventions, preparing and prosecuting patent applications, brand counseling, trademark filing and prosecution, and advising on complex issues of licensing and ownership of client's intellectual property assets.
- Managed domestic and international patent portfolio of a leading medical device company and start-up medical device companies. Prepared new patent applications and prosecuted pending patent applications to secure issued patents on medical devices, including medical devices implementing executable computer software.
- Managed domestic and international patent portfolio of a major infant formula manufacturer. Prepared new patent applications and prosecuted pending patent applications to secure issued patents on formulations and containers.
- Advised clients of patent landscape by drafting dozens of freedom to operate and non-infringement opinions for proposed product launches in the U.S. and abroad.
- Managed large trademark portfolio of premier manufacturer of bathroom products, including filing strategy, filing new applications for registration, prosecution of pending applications for registration, and maintenance of existing registrations.
- Coordinated strategy and managed international patent application prosecution for dozens of patent applications in Europe, Japan, China, Canada, Australia, New Zealand, Taiwan, Brazil, India, Mexico, Argentina, Chile, India, and United Arab Emirates, among other jurisdictions. Advised non-U.S. attorneys and their clients regarding obtaining patent protection in the U.S. and represented the non-U.S. clients before the United States Patent and Trademark Office.

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Experience

- Advised on, procured, and managed international trademark protection for a leading manufacturer of bathtubs, shower units, and spas. Assisted non-U.S. attorneys and their clients in obtaining U.S. trademark protection.
- Counseled Fortune 1000 construction materials company regarding updating its website and mobile application privacy policy.
- Performed due diligence for worldwide intellectual property in relation to an asset sale.
- Advised co-author of a mathematical textbook concerning copyright issues related to rights of a co-author and publisher.
- Performed patent and patent application landscape searches for recently issued patents and filed patent applications by competitors and advise client regarding search results. Monitored and counseled client regarding newly filed patent applications and issued patents on an ongoing basis.
- Performed numerous trademark clearance searches to advise clients regarding adoption and registration of proposed marks.

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Recognition

- *The Best Lawyers in America*
  - Copyright Law, 2024-2027
  - Litigation - Intellectual Property, 2025-2027
  - Patent Law, 2026 and 2027
  - Trademark Law, 2022-2027
  - Ones to Watch, Intellectual Property Law, 2021
- BTI Consulting Group, Client Service All-Star, Intellectual Property, 2026
- *Chambers USA*
  - Intellectual Property, 2024-2026
  - Intellectual Property, Up and Coming, 2021-2023
- World Trademark Review (WTR) 1000; Recommended, 2023; The World's Leading Trademark Professionals, 2024 and 2025
- Tennessee Supreme Court Access to Justice Commission, Attorney for Justice, 2019 and 2023
- Nashville Bar Association, President's Award, 2018

Education

- J.D., Duke University School of Law
- B.S., Rochester Institute of Technology
  - with honors

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Admissions

- New York
- Tennessee
- U.S. District Court, Middle District of Tennessee
- U.S. District Court, Western District of Tennessee
- U.S. Patent and Trademark Office

Community Leadership

Tim is extensively involved with the International Trademark Association (INTA), where he currently serves on a committee to produce guidelines for trademark offices worldwide.

He is also a past vice president of the board of directors for Poverty and the Arts.

The Best Lawyers in America®

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