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TARA AARON-STELLUTO

Partner



Tara Aaron-Stelluto practices in the areas of Intellectual Property, Business Transactions, Cybersecurity, and Artificial Intelligence.

Tara helps her clients optimize and protect their most valuable asset – their intellectual property. She focuses on domestic and foreign trademark clearance, prosecution, licensing and enforcement; domain name and UDRP proceedings and other ex parte proceedings against online infringers; copyright and trade secret law. Her trademark clients include fashion designers, medical device inventors, gaming companies, and agricultural companies, foreign and domestic. She also counsels clients and negotiates all manner of intellectual property and technology agreements, including trademark, copyright, and patent licenses, NDAs, custom software development, SaaS, cloud computing, web hosting, systems implementation, managed services, service level and maintenance, reseller, distribution, and supply agreements. Tara led the negotiations for an ecommerce client that secured an exclusive contract to handle online sales for one of the largest automotive parts manufacturers in the country.

Her Cybersecurity and Data Protection work includes building information security policies, incident response plans, and privacy notices, and managing responses to data security events such as ransomware and email compromise cases. She counsels clients on what to expect when a security incident occurs and facilitates and leads the process through forensic investigation, proper notifications to affected individuals and responding to inquiries from regulators. She has assisted a client offering managed IT services in responding to security questionnaires from Fortune 100 clients and developing an information security plan that puts them ahead of their competition in winning bids with the largest customers. Tara is a Certified Information and Privacy Professional in US and EU law and has deep experience counseling clients on the ever-changing landscape of privacy regulations and practices around the globe.

Tara is a known speaker and writer on both data protection and trademark law. She is a contributor author to the scholarly publication from Oxford University Press entitled “Overlapping Intellectual Property” rights, about the relationship between trademark law and unfair competition. She has authored articles for the Trademark Reporter, the American Bar Association, Compliance Weekly, and the Intellectual Property Magazine.

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Contact

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Education

University of Tennessee College of Law, J.D. – Order of the Coif

Vanderbilt University, B.A. – *cum laude*

Admissions

State of Tennessee

U.S. District Court Middle District of Tennessee

Professional Affiliations

International Trademark Association

- Data Protection Committee – 2019 to 2022; 2026-2028
- Emerging Issues Committee – 2023 to 2025
- Trademark Reporter Committee – 2017 to 2018
- Academic Committee – 2013 to 2017

European Community Trademark Association – Member, 2026

Copyright Society of the South, Chairperson 2016 to 2021

International Association of Privacy Professionals – Member, 2018 to present

Practices

Artificial Intelligence

Business Transactions

Cybersecurity, Data Privacy, GDPR Compliance

Intellectual Property

Industry Experience

Advertising, Marketing and Public Relations

Media and Publishing

Technology

Certifications

CIPP/US (2018 - current)

CIPP/E (2019 - current)

Honors

Recognized by Best Lawyers, 2014 to present

Selected to *Super Lawyers* from 2020 to present; selected to Rising Stars from 2012 to 2015

Included in the Top 25 Attorneys of Tennessee for 2024 by Attorney Intel

In the Media

Quoted in "AI Update: Sam Altman Isn't In It For The Money, AI Companies Attempt Self-Regulation, Tort Law For AI." *Above the Law.* (July 28, 2023).

Quoted in "What Legal Protections Do Actors Have Against AI?" *Backstage Magazine*. (July 27, 2023).

Quoted in "Trademark Office Data Leak Leaves Applicants Vulnerable to Fraud." *Bloomberg Law*. (June 9, 2023).

Quoted in "Generation AI: Are new artificial intelligence tools like ChatGPT, DALL-E the future of tech or just the latest hype?" *The Nashville Ledger.* (March 10, 2023).

"People on the Move in Nashville." *Nashville Business Journal.* (February 6, 2023).

Attorney Articles

Overlapping Intellectual Property Rights, 2d ed., Wilkof, Neil and Basheer, Shamnad, eds. Contributing Author. Oxford University Press. (2022).

"Tennessee Sectoral Privacy Overview." Author. *OneTrust DataGuidance.* (September 2021).

"4 Privacy Law Considerations for Trademark Counsel." Author. American Bar Association. (June 2020).

"GDPR and WHOIS: Is It Time to Panic." Author. *The Trademark Reporter®*. 108 TMR No. 6 (November-December 2018).

"Concepts of Use of a Trademark Under European Union and United States Trademark Law." Author. *The Trademark Reporter®.* 106 TMR No. 6. (November-December 2014).

Presentations

"Cybersecurity and Data Privacy in Today's AI World." Panelist. 2026 Primerus Business Law Institute International Summit. Miami, FL. (May 16, 2026).

"A Global Perspective on Non-Personal Data Regulation." Panelist. International Trademark Association 2026 Annual Meeting. London, England. (May 5, 2026).

"TIPA Compliance Checklist: Legal and Operational Steps for Tennessee Businesses." Panelist. Webinar, hosted by Frazier Deeter. (May 15, 2025).

Presentations (cont'd)

“AI and Data Law Developments – a Transatlantic View of Key Changes to Note and a Look to the Future." Panelist for the British American Group of Lawyers (BAGOL). British-American Business Network (BABN) 2025 Transatlantic Conference. Charlotte, NC. (April 30, 2025).

“Trademark Use and Post-Registration Audit Procedures.” Hosted at Maucher Jenkins. (July 9, 2024).

“Cybersecurity and Document Management.” Primerus Midwest Regional Meeting. Nashville, TN. (June 21, 2024).

Faculty member. *Association of Corporate Counsel’s In-house Counsel Certification Program.* (November 28-December 1, 2023).

- “Conducting a Legal Risk Assessment and Creating a Strategic Plan.”
- “International Negotiations.”
- “Crisis Management and Crisis Assessment.”
- “State Privacy Law Developments.”
- “Developing a Crisis Management Plan.”

"Cybersecurity and Privacy Law." Primerus Women Lawyers Section Networking Call. (May 16, 2023).

“Evolution of Exposure – How Companies Can Protect Against Tech.” Panelist. Primerus International Summit. New York, NY. (May 6, 2023).

“Crisis Management: Pre-Planning, Reaction, Litigation, & Insurance Coverage.” Panelist. New York/Nashville Business Alliance. (January 18, 2023).

“The Day After Tomorrow: What is the Future of Privacy in the US.” Speaker. International Association of Privacy Professionals Privacy: Security: Risk Conference. (October 2022).

“Privacy Laws: New Challenges for Pharma and their Brands.” Speaker. Pharmaceutical Trade Marks Group. Berlin, Germany. (September 2019).

“GDPR and U.S. Companies.” Speaker. Digital Analytics Summit. (September 2018).

“GDPR One Month Later.” Speaker. Nashville Technology Council. (June 2018).

“Software and Copyright.” Speaker. Nashville Product Meetup. (February 2018).

Introduction to U.S. Copyright Law and Introduction to US Privacy Law. Lecturer. Dresden University of Technology, Studies in Intellectual Property Law Summer Session. (2015-Present).

“Baseball, Dictators, and Mean Girls in Short Shorts: When Trademarks Overlap with Publicity Rights.” Speaker. International Trademark Association. Munich, Germany. (December 2014).