



postoncommunications.com

FOR IMMEDIATE RELEASE

Contact: Mikey Mooney
Poston Communications
(404) 875-3400
mooney@postoncommunications.com

**AGG ELEVATES LITIGATION AND IP PRACTICES WITH ADDITION OF
BRIANA FALCON AS OF COUNSEL IN GROWING D.C. OFFICE**

WASHINGTON, July 30, 2025 – [Arnall Golden Gregory LLP](#) (AGG) is excited to welcome [Briana R. Falcon](#) as of counsel in the firm's Litigation & Dispute Resolution and Intellectual Property practice groups. Marking the fourth addition of 2025 to the firm's expanding office in Washington, D.C., Bri joins from an Am Law 100 firm and focuses her litigation practice on representing clients in disputes before the U.S. Patent and Trademark Office (USPTO), federal courts, and arbitration panels. She also prosecutes and maintains high-profile domestic and international trademark portfolios.

"Bri's diverse litigation experience is an immense benefit to our team as we continuously elevate our client service," said [J. Tucker Barr](#), co-chair of AGG's Intellectual Property practice. "Her clients have raved about her solutions-based and creative approach to resolving their legal matters in line with their business goals and needs."

"Bri's strong background in complex disputes and trademarks provides our clients with a strategic edge and the knowledge that their most valuable assets — their intellectual property — is in her careful hands," added [Anuj Desai](#), head of AGG's Trademarks team.

An active member of the International Trademark Association and a Certified Information Privacy Professional (CIPP/US, CIPP/E), Bri has represented professional sports leagues in complex matters involving data privacy and cybersecurity incident response. Her experience includes successfully representing S&P 500 companies across industries in complex commercial litigation and cases involving trademark infringement, dilution, unfair competition, and cybersquatting.

"Joining AGG is a tremendous opportunity to collaborate with top-tier attorneys across litigation, IP, and privacy disciplines," said Bri. "The firm's cross-practice collaboration, global experience, and client-first culture empower me to deliver even more impactful, tailored solutions to the clients I serve."

Prior to beginning her law practice, Bri taught middle school band and orchestra in Baton Rouge, Louisiana.

ABOUT ARNALL GOLDEN GREGORY LLP

[Arnall Golden Gregory](#) (AGG) is an Am Law 200 law firm with offices in Atlanta and Washington, D.C. Our client-service model is rooted in taking a "business sensibility" approach of fully understanding how our clients' legal matters fit into their overall business objectives. Our transaction, litigation, regulatory, and privacy counselors serve clients in healthcare, real estate, retail, technology, fintech/payment systems, global commerce/global mobility, life sciences, logistics and transportation, government investigations, and government contracts. With our rich experience and know-how, we don't ask "if," we figure out "how." Visit us at www.agg.com.

###