



MICHAEL ANDERSON

TRADEMARK COUNSEL

PROFILE

Esteemed Intellectual Property Lawyer specializing in trademark law with a robust background in brand protection strategies. Over 12 years of experience representing clients in various industries, including fashion, technology, and consumer goods. Proficient in navigating both domestic and international trademark registration processes. Demonstrated success in litigating trademark disputes and enforcing brand rights.

EXPERIENCE

TRADEMARK COUNSEL

Fashion & Lifestyle Group

2016 - Present

- Managed global trademark portfolio for a leading fashion brand.
- Conducted extensive trademark clearance searches to ensure brand protection.
- Developed strategies for trademark enforcement against counterfeit products.
- Advised on IP-related marketing campaigns to avoid infringement.
- Collaborated with marketing teams to align branding with legal requirements.
- Facilitated training for staff on trademark compliance and best practices.

INTELLECTUAL PROPERTY LAWYER

Innovative Brands LLC

2014 - 2016

- Provided legal counsel on trademark registration and protection strategies.
- Litigated trademark infringement cases in federal courts.
- Drafted and negotiated licensing agreements for trademark use.
- Conducted risk assessments and IP audits for clients.
- Represented clients in opposition and cancellation proceedings before the USPTO.
- Engaged in continuous professional development through IP law seminars.

CONTACT

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SKILLS

- Trademark Law
- Brand Protection
- IP Litigation
- Compliance
- Legal Research
- Risk Management

LANGUAGES

- English
- Spanish
- French

EDUCATION

JURIS DOCTOR, NEW YORK UNIVERSITY SCHOOL OF LAW

ACHIEVEMENTS

- Secured a significant victory in a high-profile trademark case protecting a global brand.
- Authored a widely cited article on the impact of social media on trademark law.
- Recognized as a 'Rising Star' in IP law by Super Lawyers Magazine.