

# MICHAEL ANDERSON

Trademark Counsel

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Strategic trademark attorney with a focus on digital branding and e-commerce, bringing over 7 years of experience in intellectual property law. Expertise includes trademark registration, compliance, and enforcement in the digital marketplace. Recognized for a forward-thinking approach to brand management and a deep understanding of the implications of online commerce on trademark rights.

## WORK EXPERIENCE

### Trademark Counsel | E-Commerce Solutions Inc.

Jan 2022 – Present

- Developed trademark strategies tailored to the e-commerce landscape.
- Conducted trademark searches and assessed risks related to online branding.
- Managed trademark registrations and compliance for digital products.
- Advised clients on trademark enforcement in online marketplaces.
- Collaborated with IT and marketing teams on digital branding initiatives.
- Monitored competitor activity in the digital space to mitigate risks.

### Trademark Analyst | Digital Rights Law Group

Jul 2019 – Dec 2021

- Supported attorneys in trademark registration and compliance processes.
- Conducted market research on digital branding trends and challenges.
- Assisted in drafting trademark applications and responses to inquiries.
- Maintained databases of trademark filings and deadlines.
- Engaged in client communications regarding trademark issues.
- Participated in webinars and workshops on digital trademark law.

## SKILLS

digital branding

trademark compliance

e-commerce law

risk analysis

legal documentation

market research

## EDUCATION

### Juris Doctor

University of Washington

University of Southern California; Bachelor of Arts in Digital Media

## ACHIEVEMENTS

- Successfully implemented trademark strategies for over 50 e-commerce brands.
- Recognized for contributions to digital branding seminars.
- Authored a guide on trademark protection for online businesses.

## LANGUAGES

English

Spanish

French