



# Michael ANDERSON

## SENIOR TRADEMARK MANAGER

Strategic Trademark Brand Officer with extensive experience in the luxury goods sector. Demonstrates a profound understanding of the intricacies of trademark law and its application within the global marketplace. Proven track record in crafting and executing trademark strategies that enhance brand visibility while safeguarding intellectual property. Adept at managing cross-functional teams and collaborating with external partners to ensure comprehensive brand protection.

### CONTACT

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- San Francisco, CA

### SKILLS

- luxury branding
- trademark protection
- legal negotiation
- compliance management
- risk assessment
- stakeholder collaboration

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**MASTER OF LAWS (LL.M.) IN INTELLECTUAL PROPERTY LAW, YALE LAW SCHOOL; BACHELOR OF ARTS IN FASHION MARKETING, FASHION INSTITUTE OF TECHNOLOGY**

### ACHIEVEMENTS

- Increased trademark registrations by 70% through strategic initiatives.
- Successfully resolved over 40 trademark disputes through negotiation.
- Published research on luxury brand protection in leading legal journals.

### WORK EXPERIENCE

#### SENIOR TRADEMARK MANAGER

Luxury Goods International

2020 - 2025

- Developed and executed global trademark strategies that increased brand presence by 60%.
- Managed a diverse portfolio of trademarks across multiple jurisdictions.
- Conducted risk assessments to identify potential trademark conflicts.
- Collaborated with marketing to ensure brand consistency across all platforms.
- Negotiated licensing agreements that expanded brand reach.
- Provided expert guidance on trademark law to internal teams.

#### TRADEMARK COUNSEL

Global Retail Group

2015 - 2020

- Advised on trademark registration and protection strategies.
- Conducted thorough trademark searches to prevent conflicts.
- Managed trademark litigation, achieving favorable outcomes for the brand.
- Developed training programs on trademark compliance for global teams.
- Engaged with government agencies to advocate for brand protection.
- Implemented a trademark monitoring system to track potential infringements.