

MICHAEL ANDERSON

Entertainment Trademark Manager

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Dedicated Trademark Brand Officer with a profound understanding of the entertainment industry and its unique trademark challenges. Expertise in developing and executing trademark strategies that protect intellectual property rights for creative works. Proven ability to work collaboratively with artists, producers, and legal teams to ensure brand integrity. Recognized for innovative approaches to trademark management in a fast-paced environment.

WORK EXPERIENCE

Entertainment Trademark Manager | Creative Media Productions

Jan 2022 – Present

- Developed trademark strategies for film and television properties, enhancing brand visibility.
- Managed trademark portfolios for multiple entertainment projects.
- Collaborated with production teams to ensure compliance with trademark laws.
- Conducted risk assessments to identify potential trademark conflicts in marketing.
- Negotiated licensing agreements with third-party vendors.
- Provided legal guidance on trademark issues to creative teams.

Trademark Advisor | Global Entertainment Group

Jul 2019 – Dec 2021

- Advised on trademark registration and protection for creative works.
- Conducted thorough searches to identify potential conflicts.
- Worked with marketing to ensure brand messaging aligned with legal standards.
- Engaged in public relations efforts to enhance brand image.
- Developed training programs on trademark compliance for creative professionals.
- Monitored industry trends to inform trademark strategy.

SKILLS

entertainment law

trademark strategy

creative collaboration

risk assessment

brand management

compliance

EDUCATION

Juris Doctor (JD)

University of Southern California

Columbia Law School; Bachelor of Arts in Film Studies

ACHIEVEMENTS

- Increased trademark registrations for entertainment properties by 50%.
- Successfully navigated complex trademark disputes in the entertainment industry.
- Published articles on trademark protection in the entertainment sector.

LANGUAGES

English

Spanish

French