

# Allison Z. Gifford

## Counsel

Malvern, PA

610.651.2270

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Allison Gifford focuses her practice on trademark and copyright law and related business issues. Allison has represented clients from start-ups to multinational corporations in a wide variety of industries including building and construction materials and supplies, minerals, chemicals, computer software and technology, retail, apparel, nonprofit and charitable organizations, cosmetics, pharmaceuticals, medical devices, online business services, e-commerce, restaurant and food services, and financial and insurance services.

She has significant experience managing, developing, maintaining and enforcing domestic and foreign trademark portfolios including conducting and analyzing trademark searches, filing and prosecuting trademark applications, coordinating international trademark protection programs, and initiating and defending proceedings before the Trademark Trial and Appeal Board (TTAB). Allison conducts IP due diligence for acquisitions and divestitures, negotiates and drafts assignments, license agreements, co-existence and consent agreements, and other related IP agreements. She also advises on domain name strategies and enforcement and social networking issues.

Prior to joining Stradley Ronon, Allison was special counsel at Duane Morris LLP in Philadelphia, where her practice focused on trademark and copyright law.

## RESULTS

- managed worldwide trademark portfolio (5,000+ marks) for multinational building and construction materials and supplies conglomerate, interfacing daily with in-house counsel and marketing and product personnel across multiple divisions
- assisted local non-profit with national presence in protecting intellectual property associated with its programs, including filing trademark applications and drafting and negotiating related agreements such as author agreements, non-disclosure and confidentiality agreements, and licensing and sponsorship agreements
- negotiated co-existence agreements between building material manufacturers for color marks
- achieved favorable outcomes in TTAB opposition and cancellation proceedings for multiple clients

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## FOCUS

Intellectual Property  
Trademark Procurement  
Copyright Procurement  
Licensing

## BAR ADMISSIONS

Pennsylvania

## EDUCATION

J.D., Temple University Beasley School of Law

B.S., University of Pittsburgh

## MEMBERSHIPS

Publications Committee, International Trademark Association



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- represented local university with name change and obtained trademark registrations for new name

## **SPEAKING ENGAGEMENTS**

- Faculty, "Trademark Law Review," Pennsylvania Bar Association Intellectual Property Law Institute Live Webcast

## **IN THE COMMUNITY**

Allison assists the Support Our School initiative of the Jenkintown, Pennsylvania School District Home & School Association and assists with fundraising events for the Arts in the Wings booster club of the Jenkintown School District.

Allison is also actively involved with fundraising and service projects for Boy Scout Troop 304 in Glenside, Pennsylvania.

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