

Allison Z. Gifford

Counsel

Malvern, PA

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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

Chair, North American Subcommittee, International Trademark Association Bulletin

Board of Directors, Philadelphia Volunteer Lawyers for the Arts

Advisory Board, Jenkintown Education Foundation

Copyright Committee, International Trademark Association



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

SPEAKING ENGAGEMENTS

- Panelist, “Don’t Forget About IP in M&A,” Association of Corporate Counsel Greater Philadelphia’s Annual In-House Counsel Conference
- Panelist, “Year in Review- Trademarks,” Pennsylvania Bar Institute’s Intellectual Property Law Institute
- Panelist, “Trademark Law Review,” Pennsylvania Bar Institute Annual Intellectual Property Law Update
- Panelist, Pennsylvania Bar Institute Annual Intellectual Property Law Institute
- Moderator, “You’ve STILL Gotta Keep Up: U.S. Supreme Court Changes to Copyright and Trademark Law,” Association of Corporate Counsel Annual In-house Counsel Conference
- Panelist, “Recent Developments in Trademark Law,” Celesq® AttorneysEd Center Webcast
- Panelist, “What You Need to Know About Trademark Law Developments in the Past Year,” Stradley Ronon Webinar
- Faculty, “Trademark Law Review,” Pennsylvania Bar Association Intellectual Property Law Institute Live Webcast

