

# JOSHUA SMITH

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Address • Phone • Email

## SUMMARY OF QUALIFICATIONS

- Accomplished attorney with significant experience in intellectual property matters involving trademarks, copyright, and the Internet. Knowledgeable in business/commercial aspects of marketing and advertising.
- Background includes working independently, with leading law firms, as well as with clients ranging from start-up high-tech companies to more established brand-oriented businesses.
- Adept at litigation, negotiation, and counseling. Persuasive writer and effective communicator.
- Excellent analytical and critical thinking skills. Superior comprehension ability, including both a broad perspective and attention to detail.
- Supportive team player with strong interpersonal skills. Proficient in client interaction.
- Admitted to the Tennessee, New York, California, and Illinois State Bars.

## EXPERIENCE

### **Intellectual Property (Trademarks/Copyright/Advertising/Marketing)**

Worked with legal department of a Company in marketing/promotions and new media areas.

- Negotiated and drafted agreements with software developers for production of video games, as well as promotional agreements with outside companies.
- Managed sweepstakes and contests.
- Reviewed and approved advertising materials for online and on-air promotions.
- Counseled on trademark/copyright and related intellectual property issues.
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Provided consultation on trademark management/intellectual property at XXXX (fundraising arm of a Research Hospital).

- Developed guidelines, processes, and policies for dealing with patient images, names, and stories.

### **Trademark Litigation, Prosecution, and Counseling**

Engaged in law firm, solo practice, and contract assignments involving diverse intellectual property matters.

Worked for a variety of clients, particularly high-tech companies in the Internet and other computer-related fields. Provided various intellectual property and marketing counseling services, including domestic and international trademark prosecution and counseling. Managed trademark and copyright litigation matters for prominent entertainment, luxury goods, consumer goods, and beverage companies.

- Advised on trademark and copyright licensing matters and disputes, as well as on domain name and e-commerce issues. Provided trademark clearance and evaluation services.
- Drafted and responded to cease and desist letters concerning adoption and usage of trademarks and other intellectual property issues.
- Developed litigation strategies for trade dress actions and assisted in gaining favorable results for clients.
- Authored numerous successful briefs and office action responses filed with the USPTO.
- Conducted inter partes proceedings before the Trademark Trial and Appeal Board.
- Assisted in trademark anti-counterfeit enforcement efforts for various luxury goods manufacturers and entertainment properties.
- Assisted in litigation of a major case of first impression in copyright law, involving one of the first portable MP3 players marketed in the U.S., both at district court and appellate levels.
- Performed contract assignments with prominent NY firms such as AAA; BBB; and CCC. Clients included DD, EE, FF USA, and GG.

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## WORK HISTORY

**A Corp.**, City, State  
*Contract Attorney*, Year–Present

**A Company**, City, State  
*Contract Attorney*, *Cartoon Network*, Year–Year

**Law Offices of XXXX & Associates**, City, State  
*Associate*, Year–Year

**Law Office of XXXX**, City, State  
*Solo Practitioner*, Year–Year

**Law Firm**, City, State  
*Associate*, *U.S. Trademark Prosecution Group*, Year–Year

**Law Firm**, City, State  
*Associate*, *Trademark and Advertising Practices Group*, Year–Year

**Law Firm**, City, State  
*Associate*, *Real Estate Department*, Year–Year

**Law Firm**, City, State  
*Associate*, Year–Year

## PUBLICATIONS

Contributing Writer, *Name of Publication*

- Wrote comments/notes on significant decisions from cases involving trademark and advertising issues in collaboration with fellow associates at Law Firm.

## EDUCATION

**Law School**, City, State  
*Juris Doctor*, Year

- GPA: 77.7 out of 85
- Moot Court Competition, Year
- Entertainment and Sports Law Society
- Wrote independent research paper on color trademarks; received A grade.
- Took all intellectual property classes offered in curriculum, including Trademarks, False Advertising & Unfair Competition; Patents & Trade Secrets; and Copyrights.

**Name of University**, City, State  
*Bachelor of Arts, History, cum laude*, Year

- Belkin Scholarship
- Dean's List, Year
- Dean Isaac Bacon Award for Excellence in Humanities, Year
- Study Abroad, Year – Year

### Continuing Legal Education

Recent CLE courses in the intellectual property/marketing field include:

- Hot Topics in Advertising and Marketing, Year (XXX City Bar)
- Advertising Law Boot Camp, Year (Association of XXXX)
- Advanced Seminar on Trademark Law, Year (XXX Law Institute)