



## Carole F. Barrett

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Carole F. Barrett is Senior Counsel at Griesing Law, LLC and Chair of the Firm's Intellectual Property & Technology practice group.

### Biography

In her more than 30 years of practice, Ms. Barrett has focused primarily on trademarks, copyrights, licensing and IP transactions. In addition to her counseling and transactional practice, she has represented companies in opposition and cancellation proceedings and in infringement disputes. She also has extensive patent prosecution experience and is licensed to practice before the United States Patent and Trademark Office. Her industry experience ranges from high technology to entertainment to consumer products.

Previously, Carole was Senior Counsel at the international firm of Arnold & Porter LLP where she led the Trademark Counseling & Transactions Group in its San Francisco Office. There she specialized in brand development and advertising, copyrights, licensing, and intellectual property transactions. Ms. Barrett delivered strategic, practical, bottom-line oriented intellectual property advice. Ms. Barrett's clients included a wide range of companies including entertainment companies, consumer products, and media companies. Carole also served as a director with the Howard Rice firm and was Chair of its Trademark Counseling & Transactions Group from May 2002 until the merger with Arnold & Porter in January 2012. Prior to working at Howard Rice, she worked as in-house counsel at two multi-national corporations.

Carole is invited to speak frequently on the legal and business issues that impact her clients, such as alternatives to litigation and how to maximize the value of an IP portfolio, among other current topics in trademark and copyright law. She has been a guest lecturer on international trademark issues at Golden Gate Law School. She also devotes a portion of her practice to pro bono work and has served as an arbitrator and mediator for California Lawyers for the Arts and has handled trademark matters on a pro bono basis for a number of different non-profits including the Breast Cancer Fund and MentorNet. Carole is a member of the board of trustees of Regis College and a member of the college's Institutional Advancement Committee.

In addition, Carole has a longstanding interest in issues affecting women in the legal profession and was a member of Howard Rice's diversity committee. As a member of the Queen's Bench and INTA's mentoring programs, she has served as a mentor to a number of women attorneys. In addition, she is the co-founder of the Breakfast & Brainstorming group, a monthly gathering of women who work in the toy, games, and animation sectors.

### Education

- St. John's University School of Law, J.D.
  - St. Thomas More Scholar, St. John's University Law Review
- Regis College, B.A.

### Bar Admissions

- California
- New York
- U.S. Patent and Trademark Office

## Awards

- WTR 1000, World Trademark Review, 2011-2014
  - Selected as one of top 1,000 attorneys nationally who set the industry benchmark for trademark services
- Recipient, CSC Trademark Insider Award
- Recipient, Who's Who Legal Award
  - Listed as a leading business lawyer and one of California's leading trademark attorneys
- Super Lawyers, 2004
  - Selected by survey of Northern California lawyers as one of the top lawyers

## Community Involvement

- Intellectual Property Section, California State Bar
  - Vice Chair, Trademark Interest Group, 2014
  - Chair, Trademark Office Comes to California Seminar, 2013
  - Executive Committee

## Training and Publications

- *"In a Split Decision the TTAB Finds REDSKINS Disparaging"* – Author, New Matter, 2014
- *"The Trademark Office Comes to California"* – Speaker, IP Section, State Bar of California, 2013
- *"The Trademark Office Comes to California"* – Speaker, IP Section, State Bar of California, 2011
- *"Tossing the 'Identical Standard'"* – Author, LAW 360, 2011
- *"9th Circuit Decision in Levi Strauss Expands Dilution Protection for Brand Owners"* – Author, New Matter, 2011
- *"Prove Your Fraud Case Post-Bose"* – Author, Managing Intellectual Property – 2011
- *"Litigation Updates: Leading Copyright and Trademark-Related Cases"* – Speaker, Law Seminars International, 2011
- *"Roundtable on WIPO Trademark Registration Strategies and Updates from Geneva"* – Speaker, State Bar of California, 2010
- *"Nuts & Bolts of TTAB Practice"* – Speaker, 35th Annual Intellectual Property Institute, State Bar of California, 2010
- *"Strategic Considerations in Trademark Registration and Enforcement Programs"* – Speaker, State Bar of California, 2009
- *"Inter Partes Litigation Alternatives"* – Speaker, Practising Law Institute, 2005- 2008
- *"Understanding Trademark Law: Trademark Litigation Alternatives: US Trademark Office Proceedings and Uniform Dispute Resolution Procedures"* – Author, Practising Law Institute, 2008
- *"Intellectual Property Client Strategies: Leading Lawyers on Capitalizing, Protecting and Advising Clients on IP Assets"* – Contributor, Aspatore Books, July 2007
- *"The Trademark Office Comes to California"* – Speaker, State Bar of California, 2006
- *"Understanding Basic Trademark Law: US Trademark Office Inter Partes Proceedings and Recent Decisions"* – Author, Practising Law Institute, 2006

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- *"Sex, Games & The First Amendment"* – Speaker, Bar Association of San Francisco, 2006
- *"Understanding Basic Trademark Law: Trademark Litigation Alternatives: Trademark Office Proceedings"* – Author, Practising Law Institute, 2005
- *"Preserving the Value of Intellectual Property Rights in the Olympic Games"* – Author, San Francisco Daily Journal, 2000