



WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Andrew MANSFIELD
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Date of Birth; March 25, 1969

Nationality: American

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

MTS., Harvard University, Harvard Divinity School, Cambridge, Massachusetts, 2007;
J.D., University of California at Berkeley School of Law (Boalt Hall), Berkeley, California:
1994;
B.A., Trinity University, San Antonio, Texas, 1991.

LANGUAGES

English

December 12, 2008

WIPO MEDIATION AND ARBITRATION CENTER
A. S. MANSFIELD

PRESENT POSITION

Executive Director, Sage Center for the Study of the Mind, University of California, Santa Barbara, California.

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Senior Associate, O'Melveny & Myers LLP., Los Angeles, California, September 1994 – December 1999 and June 2000 – October 2001;

Transactional Department (Entertainment, Venture and Technology Group), Experience in a wide variety of intellectual property transactional matters, including agreements and licenses concerning website development, website operation and fulfillment, e-commerce matters, serving a leadership role in technology acquisition and mergers, and IPO-related diligence. Experience in counseling and advising clients on all aspects of Internet, software and technology activities, including streaming media and digital video and music delivery. Development and deployment of privacy policies, terms of use and on-line contracts. Prior litigation experience at O'Melveny (1994 to 1998) includes securities fraud, software development, trademark and copyright, and Internet litigation. Service on the Technology Committee.

Director of Business and Legal Affairs, GoTo.com, Inc. (now Overture, a division of Yahoo!), Pasadena, California. Drafted and negotiated distribution, advertising referral, alliance, and syndication agreements. Managed corporate intellectual property, including trademark and copyright materials. Assisted in merger and acquisition work concerning AuctionRover.com, Inc. Drafted website policies and supervised Internet law compliance. Supervised outside counsel in trade secret litigation.

AREAS OF SPECIALIZATION

Copyright and trademark licensing. Software and technology agreements. Domain name disputes.

MEMBERSHIP IN PROFESSIONAL BODIES

California State Bar;
Massachusetts State Bar;
Admitted to the United States District Courts for the Central and Northern Districts of California.

EXPERIENCE IN INTELLECTUAL PROPERTY

Extensive technology licensing practice and IP litigation background.

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Sole panelist in prior domain name UDRP disputes. Advisor and attorney for .museum in 2001.

MAJOR PUBLICATIONS

- Co-Author, "Emerging Issues in E-Commerce", (Jess Frost, Jordan McCollum and Andrew Mansfield), O'Melveny & Myers and R.R. Donnelly Corporate Handbook, January 2001;
- Author, "Issues in the Emerging Law of E-Commerce", *The Corporate Analyst*, August 1999;
- Co-Author, "Brookfield, Sets Standards on Domain Name Rights" (Andrew Mansfield and Jim Jenal), *The National Law Journal*, May 1999;
- Author, "New State Laws Seek to Slice Commercial Spam", *The National Law Journal*, February 1999;
- Author, "California Adopts Tough New Junk E-Mail Laws", *The Internet Newsletter*, December 1998;
- Co-Author, "Tread Carefully Before Using E-Mail to Advertise", (Robert Schwartz, Andrew Mansfield and Jim Jenal), *The Internet Newsletter: Legal and Business Aspects*, May 1998;
- Co-Author, "Choose Where You are Willing to Be Sued", (Robert Schwartz, Andrew Mansfield and Jim Jenal), *The Internet Newsletter: Legal and Business Aspects*, April 1998;
- Co-Author, "Don't Make Your Site a Dumping Ground", (Robert Schwartz, Andrews Mansfield and Jim Jenal), *The Internet Newsletter: Legal and Business Aspects*, March 1998;
- Co-Author, "A Crash-Course in Getting *Web Savvy*" (Robert Schwartz, Andrews Mansfield and Jim Jenal), *L.A. Business Journal*, October 1997;
- Co-Author, "A Call for Ratification of the Protocol on Antarctic Environmental Protection", *21 Ecology Law Quarterly* 163, 1994;
- Co-Author, "Implementation of the Protocol on Environmental Protection to the Antarctic Treaty into United States Law and Practice", Center for the Study of Law and Society, monograph in the Berkeley Studies in International Law and Organization series, May 1993;

Presentations:

- "E-commerce and Alternative Dispute Resolution", Korea Institute of Technology and the Law and the Korea Private International Law Association, Seoul, Korea, November 1999;
- "Internet Law: Commerce, Privacy and Encryption", (Andrew Mansfield and James P. Jenal), Treasury Association of Southern California, Expo LA, 1999 Annual Conference, March 1999;
- "Getting on the E-Commerce Bandwagon", University of Southern California Institute of Corporate Counsel, March 1999;
- "Seminar on Entertainment and Intellectual Property Law", (Randy Oppenheimer and Andrew Mansfield), Practising Law Institute, February 1998.
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EXPERIENCE IN COURT LITIGATION

Service as junior litigator in numerous business litigation matters in Los Angeles. Trial attorney in Northern Californian State Court actions.

EXPERIENCE IN ARBITRATION

Service as UDRP Arbitrator since 2000.

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ARBITRATION EXPERIENCE

SUMMARY TABLE

Type	Administering Institution		Role			
	Name	Number of Arbitrations	Presiding Arbitrator	Sole Arbitrator	Co-arbitrator	Counsel
International Arbitrations	AAA					
	ICC					
	LCIA					
	Ad Hoc					
Number of cases: sub-total						
Domestic Arbitrations	AAA					
	Ad Hoc	1				1
Number of cases: sub-total		1				1
TOTAL		1				1