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**WIPO LIST OF NEUTRALS**

**BIOGRAPHICAL DATA**

Michael D. ADAMS  
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United States of America



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Date of Birth: 1973  
Nationality: American

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**EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS**

DePaul University College of Law, JD 2002:  
Journal of Art & Entertainment Law;  
National Moot Court Appellate Team;  
Dean's Scholarship;  
Dean's List.

Illinois State University 1998:  
BS, Economics and Political Science;  
Omicron Epsilon Delta Honorary Fraternity for Economics;  
Pi Sigma Alpha Honorary Fraternity for Political Science;  
Dean's List.

Illinois Bar 2002;  
US District Court for the Northern District of Illinois 2002.

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**LANGUAGES**

English

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**PRESENT POSITION**

Partner, Mayer Brown LLP.

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February 5, 2019

## PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Vice President & Counsel for Diners Club International Ltd.

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## MEMBERSHIP IN PROFESSIONAL BODIES

International Trademark Associations;  
Intellectual Property Constituency of the Internet Corporation for Assigned Names and Numbers.

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## AREAS OF SPECIALIZATION

Intellectual Property, Technology, e-Commerce.

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## EXPERIENCE IN INTELLECTUAL PROPERTY

Over 15 years of experience representing clients in the protection of their Intellectual property rights in both corporate and private practice settings. This experience includes the following:

*Litigation:* advises clients regarding policing and enforcement of trademark rights; experience in trademark litigation in federal courts and the U.S. Trademark Trial and Appeal Board; domain name litigation under the federal Anti-Cybersquatting Consumer Protection Act and Uniform Domain Name Dispute Resolution Policy.

*Advertising:* advises clients regarding national and international advertising campaigns; provide counsel in selecting and clearing advertising slogans and logos; review advertisements for claim substantiation as well as applicable regulatory disclaimers and notices; negotiation of vendor and ad placement agreements.

*Prosecution:* experience in all areas of US and foreign trademark clearance filing, prosecution and maintenance; responsible for management of US and international trademark portfolios of numerous clients including major banking, telecommunications, software, real estate and food industry corporations; advise corporate clients regarding trademark availability, procurement and protection, deceptive/comparative advertising issues and FDA labeling requirements; develop world-wide trademark protection and enforcement programs; develop trademark use manuals for corporate clients.

*Corporate/Licensing:* experience in domestic and international intellectual property licensing, franchise agreements and related recordation requirements; experience in corporate mergers and acquisitions, joint ventures and strategic alliances involving intellectual property assets.

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## EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Over 15 years of experience representing clients in the protection of their Intellectual property rights in both corporate and private practice settings. This experience includes the following:

*Internet:* experience with ICANN and all aspects of Top-Level and Second-Level procurement and protection; advising clients on the use of materials on web sites and related copyright and trademark issues; domain name portfolio management and protection; recovery of domain names under the United States Anti-Cybersquatting Consumer Protection Act and Uniform Domain Name Dispute Resolution Policy.

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## MAJOR PUBLICATIONS

Has authorized numerous white papers, industry articles and client alerts regarding Intellectual Property related topics. A majority of these publications are focused on Top-Level and Second-Level domain name issues.

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### **EXPERIENCE IN COURT LITIGATION**

Since 2008, has acted as lead counsel in over 200 United States Trademark Trial and Appeal Board litigation matters on behalf of various clients. In addition, has served as lead counsel in United States federal trademark litigation matters on behalf of various clients in numerous federal districts.

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