
WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Sandra J. FRANKLIN
Traverse City, MI
United States of America



Nationality: American

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Juris Doctor, 1983, Thomas M. Cooley Law School, Lansing, Michigan, United States of America;
Bachelor of Arts, 1979, University of Michigan, Michigan;
Visiting undergraduate student at the University of Edinburgh, Scotland and the University of Sheffield,
England;
Professional training as Arbitrator and Mediator.

LANGUAGES

English, some French, some Japanese

PRESENT POSITION

Intellectual Property and General Counsel, Neutral Arbitrator and Mediator.

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Since 1983, corporate and intellectual property attorney, primarily as General Counsel to technology-related companies. Serving as a Neutral Arbitrator and Mediator since 1987. Career focus on counseling companies and individuals on how to best protect, fund and commercialize their intellectual property. Heavy licensing experience. Recently General Counsel for global software company. Former Intellectual Property Counsel to the Michigan Economic Development Corporation, the Michigan Biotechnology Institute and other technology incubators, General Dynamics Land Systems and many other technology companies. Former Captain in the Army Judge Advocate General (JAG) Corps at the Communications and Electronics Command (CECOM).

January 27, 2020

MEMBERSHIP IN PROFESSIONAL BODIES

On Neutral Panels of:

The International Institute for Conflict Prevention and Resolution (CPR);
The National Arbitration Forum (NAF);
The American Arbitration Association (AAA);
The World Intellectual Property Organization (WIPO);
The Copyright Arbitration Royalty Panel (CARP) of the Library of Congress;
The National Center for Dispute Settlement (NCDS);
District, Circuit and Federal Court Case Evaluation and ADR Panels;
Technology Arbitration, PLLC, Principal

Member: American Bar Association Dispute Resolution Section, and its committee on Intellectual Property and Online Dispute Resolution (ODR);
Intellectual Property and Alternative Dispute Resolution Sections of the Michigan Bar; and the Washington D.C Bar;
Licensing Executives Society;
Former State Chairperson of the Computer Law Council of the Michigan Bar;
ConnecTech, a Michigan Technology Network.

AREAS OF SPECIALIZATION

Technology development, technology transfer, software contracts, e-commerce, biotechnology/pharmaceutical, defense contracting, domain names, trademarks, copyrights, patents, licensing, employment, general business, arbitration, mediation.

EXPERIENCE IN INTELLECTUAL PROPERTY

Since 1983, particular experience counseling companies and individuals on how to best protect, fund and commercialize their intellectual property. Heavy licensing experience. Recently General Counsel for global software company. Former Intellectual Property Counsel to the Michigan Economic Development Corporation, the Michigan Biotechnology Institute and other technology incubators, General Dynamics Land Systems and many other technology companies. Former Captain in the Army Judge Advocate General (JAG) Corps at the Communications and Electronics Command (CECOM).

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Neutral Arbitrator in domain name dispute cases since 2001 through the World Intellectual Property Organization (WIPO), the International Institute for Conflict Prevention and Resolution (CPR), the National Arbitration Forum (NAF) and, formerly, eResolution.

MAJOR PUBLICATIONS

“Arbitrating Technology Cases: Why arbitration may be more effective than litigation when dealing with technology issues”, July 2001, *Michigan Bar Journal*;

“Setting Up Software Distributors Overseas”, speech given at Troy Chamber of Commerce, March 2002;

“The Business Impact of Technology ADR”, speech given at the American Bar Association Alternative Dispute Resolution conference in San Antonio, Texas, 2003;

“Protecting Your Identity”, speech given at a Small Business Technology Development Center business start-up event in Northern Michigan, Spring 2004;

“Tips on Selecting a Solid Trademark”, November 2006, *Traverse City Area Chamber of Commerce News*;

“ADR Trends and Practice Tips”, talk given to Grand Traverse Bar Association, February 2007;

“Taking Inventory of Your Intellectual Property”, speech given at Traverse City Area Chamber of Commerce, March 2007;

“Is Your Domain Name Infringing on Someone’s Trademark? Is Someone Trading Off Your Domain Name?”, April 2007, *Traverse City Area Chamber of Commerce News*.

EXPERIENCE IN COURT LITIGATION

Since 1983, managing outside counsel for corporations, second chair for technology issues; general motion and discovery practice.

PROFESSIONAL TRAINING IN ARBITRATION

2008 Served as Coach for Court-approved 40-hour Mediation Training;

2007 WIPO Domain Name Panelists Meeting, 8 hours;
 WIPO International Arbitration Workshop, 16 hours;
 WIPO Advanced Domain Name Workshop, 8 hours
 all held in October 2007 in Geneva, Switzerland;

Federal District Court Advanced Mediator Training, 8 hours;

2005 NAF Training, 8 hours;

Served as a Judge in ABA-NAF National Arbitration Competition;

Federal District Court Advanced Mediator Training, 8 hours, served as Coach;

Served as Coach for Court-approved 40-hour Mediation Training;

2003 ABA ADR Section, attended week-long session, gave speech entitled “The Business Impact of ADR in Technology Cases”;

2002 AAA Arbitrator II Workshop, Advanced Case Management Issues, 16 hours;

1992 AAA Advanced Training, 16 hours;

1990 AAA Training, 40 hours.

EXPERIENCE IN ARBITRATION

Neutral Arbitrator since 1987 in several hundred cases, both private and through the institutions listed above, including a wide variety of intellectual property and general commercial disputes, domestic and international.

Recent/representative case highlights: 100 million dollar pharmaceutical patent infringement dispute, member of three-person Panel appointed through CPR; Defense contracting dispute involving University, lab, government and commercial development agents; Mediation/Arbitration of publishing dispute between attorney authors and publishing company.

PROFESSIONAL TRAINING IN MEDIATION

Mediator since 1987 handling a wide variety of cases from private international technology-related cases to neighborhood disputes, and everything in between.

Recent/representative case highlights: Successful 4-week Mediation in Japan with Japanese co-Mediator on multi-million dollar US-Japan joint venture in biotech; Successful Mediation involving software development dispute between bank and developer; 8-party civil rights Mediation under Federal Court appointment; Multi-party property and riparian rights dispute Mediation involving local government; Mediation/Arbitration of publishing dispute between attorney authors and publishing company.

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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					
	Others:	NAF,WIPO Approx. 330 Private, Approx. 10	Approx. 20	Approx. 270	Approx. 50	
Number of cases: sub-total		340	20	270	50	
Domestic Arbitrations	CPR, WIPO, NAF, AAA, NCDS, Private	Approx. 420	Approx. 20	Approx. 350	Approx. 50	
	Various (in practice)	Approx. 15	15			
Number of cases: sub-total		435	35	350	50	
TOTAL		Approx. 775	55	620	100	

MEDIATION EXPERIENCE

SUMMARY TABLE

Type	Administering Institution		Role	
	Name	Number of Mediations	Mediator	Counsel
International Mediations	Private	15	All	
	Ad Hoc			
	Others:			
Number of cases: sub-total				
Domestic Mediations	Court-referred	Approx. 100	All	
	Private	Approx. 55	All	
Number of cases: sub-total				
TOTAL		170	170	