
WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Sandra A. SELLERS
President
Technology Mediation Services, LLC
McLean, VA
United States of America



Nationality: American

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

JD, George Washington University, Washington DC, 1983;
BA, Political Science and Russian and Soviet Area Studies, Dickinson College, Carlisle, Pennsylvania, 1980.

LANGUAGES

English

PRESENT POSITION

President, Technology Mediation Services, LLC;

Practices exclusively as a neutral, handling complex business disputes with a concentration in intellectual property infringement and licensing, domain names, e-commerce, breach of contract, and breach of employment agreements.

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Software Publishers Association, Washington DC, Vice President of Intellectual Property Education and Enforcement - 1994-98:

Managed all anti-piracy activities, including international and domestic copyright and trademark enforcement, for 1200 member trade association;

Negotiated domestic and international licenses related to SPA educational programs and materials;

Developed and implemented the Software Industry Mediation Service;

Managed department with \$4,000,000 budget, and supervised outside counsel, investigators, and consultants.

February 5, 2020

Willian Brinks Olds Hofer Gilson & Lione (formerly Lupo & Lever), 1984-94 (Partner, 1989-94):
 International trade and intellectual property litigation, counseling and licensing, including patents, trademarks, trade secrets, copyright;
 First and second chair responsibility, as well as team management of complex litigation before federal courts and the U.S. International Trade Commission (ITC);
 Extensive personnel and office management responsibility during 100% growth in office.
 U.S. International Trade Commission, Washington DC, Attorney-Advisor and student law clerk to the Chief Administrative Law Judge - 1982-84:

- Acted as liaison between counsel and Judge;
- Drafted opinions and orders;
- Assisted judge at trial;
- Carried out administrative responsibilities of the Chief Judge.

MEMBERSHIP IN PROFESSIONAL BODIES

District of Columbia Bar;
 Virginia State Bar;
 American Bar Association:
 (Member of Task Force on E-Commerce and ADR
 Member of Y2K ADR Task Force
 Member of Section of Dispute Resolution);
 International Trademark Association (Chair of ADR Committee) 2002-03:
 Vice-Chair of ADR Committee, 2000-01;
 President, International Trade Commission Trial Lawyers Association, 1993:
 Other offices, 1990-92;
 Association for Conflict Resolution (formerly SPIDR); and
 Women in Technology.

AREAS OF SPECIALIZATION

Mediation and arbitration of Intellectual property, copyright, software, internet, trademarks, domain names, patents, computer hardware and high technology disputes.

EXPERIENCE IN INTELLECTUAL PROPERTY

Mediation and arbitration of intellectual property infringement, licensing, and inventorship disputes;
 arbitration of domain name disputes;

Over 15 years' experience in intellectual property litigation and counseling, as follows:

Vice President of the principal international software trade association, in charge of enforcing members' intellectual property rights and advising members on enforcement throughout the world, 1994-98;

Outside counsel and litigator representing companies that manufacture and sell a wide variety of goods, e.g., computer hardware, components, peripherals and software, flashlights, toys, telephones and laser equipment, 1984-94;

Attorney-Advisor to the Chief Administrative Law Judge of the U.S. International Trade Commission with respect to alleged intellectual property infringement by imported goods, 1982-84.

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Arbitrates domain name disputes for WIPO, CPR and eResolution UDRP panels. Internet Corporation for Assigned Names and Number, (ICANN), At-Large Member.

MAJOR PUBLICATIONS

Book:

"Practice At The International Trade Commission," *Intellectual Property Counseling and Litigation*, Matthew Bender & Co. (Multi-volume treatise published 1988-84);

Articles:

"Mediation Magic", *Upgrade* magazine, February 1998;

"Caveat Entrepreneur: Avoid Court", *House Counsel* magazine, Spring 1998;

"Mediate Away the Millennium Bug", *Legal Times* newspaper, August, 1998;

"Mediating Intellectual Property Dispute: Insights from the Cornell/PERC Survey", *ADR Report, News and Analysis*, December 1998;

"Mediation: The Y2K Lawsuit", *Y2K Today*, November 1998;

"Can 3 Mediator Panels Resolve 'Impossible' Disputes?" *Alternatives*, February 2001;

"A Business Person's Primer on Mediation", Capital Growth Interactive's 2001, *Venture Guide*;

Various articles on software piracy and licensing, intellectual property litigation and practice before the U.S. International Trade Commission.

Lectures:

Speaker, "Strategies for When the License Agreement Fails", InSight Conferences 8th Complete Course on Intellectual Property Licensing Agreements, Washington, DC, September, 2001;

Panelist, "ADR and E-Commerce", Center for Alternative Dispute Resolution, 13th Annual Conference, Washington, DC. June, 2001;

Panelist, "Online Dispute Resolution: Complement for Commercial Courts in the International Arena?", American Bar Association, Section of Dispute Resolution, Third Annual Conference, April, 2001;

Panelist, "Alternative Dispute Resolution and Settlement", International Trademark Association, Basics of Trademark Litigation Forum, Washington, DC, February, 2001;

Panelist, "Online Dispute Resolution" CPR Institute for Dispute Resolution, Mid-Winter Meeting, New York, NY, January, 2001;

Panelist, "ADR for Consumer Transactions in the Borderless Online Marketplace", Federal Trade Commission/US Dept. of Commerce, Washington, DC, June, 2000;

Speaker, "Human Resources and Alternate Dispute Resolution", Albany Science & Technology Law Center, Troy, NY, September, 2000;

Speaker, "ICANN UDRP; One Year Later", International Trademark Association, Mid-Year Meeting, Scottsdale, AZ, November, 2000;

Panelist, "Consensual ADR in B2B E-commerce", Association of the Bar of the City of New York, New York, NY, December, 2000;

Panelist, "Mediating Year 2000 Disputes", Society of Professionals in Dispute Resolution, DC Chapter Spring Conference, Washington DC, May, 1999;

Speaker, "Mediating Y2K Disputes: Corporate Dispute Management in the New Millennium; A look at the Future", University of Florida Levin College of Law, Gainesville, Florida, September, 1999;

Speaker, "Mediating High Tech and Year 2000 Disputes", Virginia Mediation Network, Fall Symposium, Newport News, Virginia, November, 1999;

Panelist, "Mediating Trademark Disputes", International Trademark Association, Mid-year Meeting, Miami, Florida, November, 1999;

Speaker, "Mediating Year 2000 Disputes", Bickerman Dispute Resolution Group, PLLC; Washington, DC, November 1999;

Panelist, "ADR for Consumer T Transactions in the Borderless Online Marketplace", Federal Trade Commission/US Dept. of Commerce, Washington, DC, June, 2000;

Moderator: "Reducing Legal Costs and Exposure via Mediation", Software Publishers Association, Advanced Corporate Counsel Institute, Santa Clara, January 1998;

Speaker: "Alternative Dispute Resolution: A Viable Alternative to Litigation in Computer-related Disputes", Computer Law Association, The Internet, Computer Chips and Satellites: Computer Law in the 21st Century seminar, Phoenix, February 1998; Speaker: "Negotiating and Drafting for Successful Dispute Resolution", Practising Law Institute, Advanced Seminar on Licensing Agreements, New York, March 1998;

Luncheon Speaker: "Mediation in Intellectual Property and Employee-Trade Secret Disputes", Conflict Resolution Center International, ADR Business Symposium: Resolution Without Rancor, Pittsburgh, November 1998;

Speaker: "Mediation of Tech Disputes", General Electric Company, Y2K EDR Conference, Fairfield, January 1999;

Co-sponsor and Chair: "Technology Mediation Services, et al, Mediating Year 2000 Disputes", Reston, VA March 1999;

Co-chair, Speaker: "What is ADR and Will It Work?", Fulcrum Information Services Inc., The Year 2000 Corporate Counsel Institute, New Orleans, April 1999;

Speaker: "Y2K and ADR", Practising Law Institute, Understanding, Preventing & Litigating Year 2000 Issues, San Francisco, April 1999;

Chicago, May 1999;

Atlanta, September 1999;

Speaker: "Mediating Year 2000 Disputes", Society of Professionals in Dispute Resolution, SPIDR Annual International Conference Baltimore, September 1999.

Other lectures on mediation, software piracy and licensing, intellectual property litigation and unfair trade practices, before groups such as the American Bar Association, Practising Law Institute, American Law Institute-American Bar Association, CLE International, Computer Law Association, and SPA's Advanced Corporate Counsel Institute.

EXPERIENCE IN COURT LITIGATION

Chief of enforcement of 1200 members' intellectual property rights in US, Canada, Argentina, Brazil, Colombia, Mexico, Australia, China, Hong Kong (SAR of China), Japan, Korea Malaysia, New Zealand, The

Philippines, Singapore, Taiwan, and Thailand. Structured enforcement program and supervised local counsel in all litigation (usually had over 150 open cases), 1994-98;

Litigator (first and second chair responsibility) in U.S. federal courts and agencies in cases involving alleged intellectual property infringement concerning a wide variety of goods, but with a concentration in computer hardware, components, peripherals and software (number of cases no longer available), 1984-94;

Attorney-advisor to the Chief Administrative Law Judge of the U.S. International Trade Commission concerning alleged intellectual property infringement by imported goods in all fields (estimated 50 cases), 1982-84.

PROFESSIONAL TRAINING IN MEDIATION

Over 100 hours of professional mediation training, including:

CPR/INTA Neutrals Panels Training, Advanced Issues in Trademark Mediation, 2000;

Mediating EEO and Other Workplace Disputes, 2000;

Facilitation and Group Consensus Building, 1999;

“Mediation for the Professional,” Center for Dispute Settlement, Washington DC, 1997;

“Advanced Mediation Techniques,” Center for Dispute Settlement, Washington DC, 1998;

“Advocacy in Mediation,” Virginia Law Foundation, McLean, Virginia, 1997;

“Complex and Multi-Party Civil Cases” Northern Virginia Mediation Service, Fairfax, VA 1999.

EXPERIENCE IN MEDIATION

U.S. Supreme Court of Virginia, Certified Mediator (No. 1010) (1998; re-certified 2000). Court-appointed mediator in civil breach of contract disputes (10-15 cases per year.);

U.S. Privately-appointed mediator in complex business disputes (number per year varies);

Worldwide – on-line mediator of e-commerce disputes for SquareTrade.

Mediation and Arbitration Panels

Better Business Bureau (Washington, DC bureau);

Bickerman Dispute Resolution Group, PLLC;

CPR Institute for Dispute Resolution: Technology, Year 2000, Virginia Regional, Trademark and Domain Name Panels;

Disputes.org/eResolution Consortium (domain name arbitration).

SquareTrade Business Panel (online mediation and arbitration);

World Bank Group;

World Intellectual Property Organization (WIPO) Arbitration & Mediation Center.

MEDIATION EXPERIENCE**SUMMARY TABLE**

Type	Administering Institution		Role	
	Name	Number of Mediations	Mediator	Counsel
International Mediations	Australia Courts	1		X
	Square Trade Centre	10+	X	
	Ad Hoc	2	X	
	Others:			
Number of cases: sub-total		13+		
Domestic Mediations	Virginia State Courts.	Approx. 1 per month since 1998	X	
	Federal District Courts	4	X	
	Square Trade (Online)	15+	X	
Number of cases: sub-total		45+	X	
TOTAL		58+	X	