



Allison Strickland Ricketts

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Practice Description

Allison Ricketts is a Partner in Fross Zelnick's U.S. trademark practice. Allison's practice focuses almost exclusively on U.S. trademark selection, clearance, registration, protection and enforcement. Allison has reviewed and evaluated thousands of trademark clearance searches and has filed and prosecuted more than 1,900 U.S. trademark applications. She has extensive experience in assessing risks associated with adopting new marks and offers sophisticated and practical advice on strategies to minimize risk and remove obstacles so that new marks can be cleared and registered. She is particularly adept at advising on strategic issues related to prosecution of a trademark application, especially when a trademark is to be protected worldwide and not just in the U.S. Allison counsels on trademark protection and enforcement strategies, including establishing and evaluating effective trademark watching and monitoring services, filing effective letters of protest and pursuing other cost-effective avenues to protect a client's rights. She also advises on intellectual property agreements, due diligence, and licensing issues. In addition to her extensive U.S. trademark practice, Allison also counsels clients on copyright and social media issues. Allison is a frequent speaker on topics related to trademark law and practice.

Education

University of Alabama (B.A., cum laude, 1983); Columbia University School of Law (J.D., 1993). Harlan Fiske Stone Scholar. Recipient, Samuel I. Rosenman Prize, 1993. Member, Columbia Journal of Law and Social Problems, 1991-1992.

Professional Activities

Member: Compumark Client Advisory Panel (2016-2018); Member: American Intellectual Property Law Association, Board of Directors (2005-2008); Amicus Committee (2009-2012); Special Legislation Committee (2011-2014); FDA Clearance of Trade Names/Brands Subcommittee (2008-2009); Trademark Law Committee (Chair 2004-2005, Vice-Chair 2003-2004); Trademark Treaties and International Law Committee (Chair 2001-2003, Vice-Chair 2000-2001); TTAB Sub-Committee (Chair 1999-2001); Member: Intellectual Property Owners' Association, U.S. Trademark Office Practice Committee (Vice-Chair 2015-2017, Member 2009-14); Member: American Inns of Court, Pauline Newman Inn (2013-2014).

Admissions

New York, 1994
Virginia, 2004
United States Supreme Court
United States District Courts for the Southern and Eastern Districts of New York

Speaking Engagements

October 2015: Counseling the Non-Profit Startup, American Intellectual Property Law Association (AIPLA) Annual Meeting.
2016, 2014: AIPLA Trademark Bootcamp, Co-Existence Agreements: Enforceability and Counseling Issues.
March 24, 2009: "Tricks of the Trade for the Madrid Protocol," sponsored by the International Intellectual Property Society.
March 4, 2009: "Tough Issues in Trademark Prosecution," part of the INTA's Next Level program, INTA's New Total Immersion Program for Up-and-Coming Trademark Lawyers. The "Next Level" program provided interactive workshops and Master Classes taught by leaders of the trademark profession to train and develop the next generation of trademark lawyers.
May 15, 2007: The Practising Law Institute's Advanced Seminar on Trademark Law 2007: Advanced Trademark Prosecution Issues (specimen-drawing agreement, mutilation, deceptive versus deceptively misdescriptive marks, geographically deceptively misdescriptive marks, coexistence agreements, foreign website evidence).
February 23, 2006: Practising Law Institute, Navigating Trademark Practice Before the PTO 2006: Trademark Searching and Clearance (Reasons to search; practical tips for searching, clearance and opinions; searching in light of the Madrid Protocol).
February 24, 2005: Practising Law Institute, Navigating Trademark Practice Before the PTO 2005: U.S. Implementation of the Madrid Protocol: A Status Report.
October 16, 2004: AIPLA Annual Meeting: Trademarks: Year in Review.
October 13, 2004: AIPPI, AIPPI U.S. Conference: International Developments Affecting U.S. Trademark Law and Practice.
October 3, 2004: International Trademark Association, Trademark Administrators Conference: Madrid Protocol - One Year Later.
April 8, 2004: INTA Trademark Administrators Workshop: Electronic Filings in the USPTO.
March 25, 2004: Practising Law Institute, Copyright and Trademark Law for the Nonspecialist: Understanding the Basics: Overview of Basic Principles of Trademark Law and Unfair Competition Law (types of marks, searching, selection, acquisition and scope of rights, domain names, dilution, update on Madrid Protocol).
March 21, 2002: Practising Law Institute, Copyright & Trademark Law for the Nonspecialist: Understanding the Basics: Copyright and Trademark Licensing (fictional characters, key provisions, quality controls, and enforcement; considerations in the Internet age).
December 20, 2001: Practising Law Institute, Bridge the Gap: Practice Pointers for the Newly Admitted Attorney: Copyright and Trademark Law: An Overview.
March 22, 2001: Practising Law Institute, Copyright & Trademark Law for the Nonspecialist: Understanding the Basics: Copyright and Trademark Licensing (fictional characters, key provisions, quality controls, and enforcement).
February 20, 2001: Practising Law Institute, Bridge the Gap: Practice Pointers for the Newly Admitted Attorney: Copyright and Trademark Law: An Overview.

April 6, 2000: Practising Law Institute, Copyright & Trademark Law for the Nonspecialist: Understanding the Basics: Copyright and Trademark Licensing (fictional characters, key provisions, quality controls, and enforcement).

Awards and Honors

Selected for inclusion in *The Best Lawyers in America*® (2015-2019) in the field of Trademark Law;
Recognized as one of the "Top 250 Women in IP" by Managing Intellectual Property's *IP Stars*; (2016-2018);
World Trademark Review (Gold) (2014);
Who's Who Legal: Trademarks (2011-2016);
Lexology Client Choice Award, Trademarks (2013, 2015);
AIPLA Mentor of the Year (2009)

Published Works

The Madrid Protocol: Filing Strategies for U.S. Trademark Owners April 2003

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Co-author: [Nadine H. Jacobson](#)

Licensing and Due Diligence Considerations in the Internet Age The Licensing Journal, June-July 2001

[Download](#)

Trademark and Copyright Licensing for the Non-Specialist 2000

Co-author: [Susan Upton Douglass](#)

The Madrid Protocol - Advising Foreigners on Extending International Registrations to the U.S. June 2003, Practising Law Institute

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