

# Allison Strickland Ricketts

Partner

212.813.5967

[aricketts@fzlz.com](mailto:aricketts@fzlz.com)



## Overview

**“There is no other set of lawyers with the depth of knowledge that we have to ensure that clients have strong, protectable trademark rights, informed by our extensive experience on the offensive and defensive side of matters.”**

Allison Strickland Ricketts has deep experience in evaluating the availability of proposed new trademarks, developing strategies to remove obstacles to adoption and registration of trademarks, and creating strong trademark rights that her clients can use and register with confidence. She has reviewed and evaluated thousands of trademark clearance searches, and has filed and prosecuted more than 2,500 U.S. trademark applications. Allison also maintains protection for older registrations in compliance with strict U.S. standards that require the owner to demonstrate it is making valid use of a trademark in commerce.

The 2020 *World Trademark Review*’s “WTR 1000” noted Allison’s “exceptional knowledge of USPTO

rules” and when the *World Trademark Review* was preparing its article on the “Top Takeaways from 2019,” they sought Allison’s opinion and quoted her in the article. For the eighth time in a row, she was named to *Managing IP*’s list of the *TOP 250 WOMEN IN IP* worldwide, which “recognizes female practitioners in private practice who have performed exceptionally for their clients and firms in the past year.”

Allison is skilled at negotiating resolutions to disputes, preparing effective and advantageous settlement and coexistence agreements, and negotiating and drafting license agreements. Allison’s thoughtful and creative advice helps individuals, entrepreneurs, and businesses of all sizes make smart and cost-effective decisions about their valuable intellectual property.

A frequent speaker on the topic of trademark law and practice, Allison is especially in demand for insights on the Madrid Protocol system, overcoming difficult Trademark Office refusals to register marks, and structuring coexistence agreements.

Allison regularly attends USPTO events near her office in Alexandria, Virginia, frequently speaking with officials from the U.S. and other countries about policy issues and changes. She is active in many industry organizations, including the American Intellectual Property Law Association, having served on its Board of Directors and chaired or vice-chaired several of its committees over the years. Allison's clients are drawn from the worlds of fashion, entertainment, consumer products, pharmaceuticals, non-profit organizations, innovative new technology, and many other industries.

## Representative Experience

- Guided major apparel brand through extensive clearance and registration process to launch new men's line
- Conducted pharmaceutical naming analysis for drugs submitted for FDA approval
- Assisted with due diligence for trademark portfolio acquisitions by a winery

## Education

Columbia Law School (JD, 1993)

Harlan Fiske Stone Scholar; Recipient, Samuel I. Rosenman Prize, 1993; *Columbia Journal of Law and Social Problems*, Member 1991-1992

University of Alabama (BA, *cum laude*, 1983)

## Admissions

### Bar Admissions

New York

Virginia

### Court Admissions

U.S. District Court, Eastern, New York

U.S. District Court, Southern, New York

U.S. Supreme Court

## Focus

- Consumer Products
- Professional Services
- Startup & Emerging Growth
- Pharmaceuticals

## Services

- Publicity & Privacy Rights
- Trademark
- Transactions

## Associations

Compumark Client Advisory Panel, 2016-2018

American Intellectual Property Law Association (AIPPLA) (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)

Intellectual Property Owners' Association

U.S. Trademark Office Practice Committee (Vice-Chair 2015-2017, Member 2009- 2014)

American Inns of Court, Pauline Newman Inn,  
2013-2014

## Recognition

*Chambers USA* Ranked Lawyer 2021-2023  
*World Trademark Review's* WTR 1000 2014-2025;  
Ricketts has filed and prosecuted more than 2,500  
trademarks over her nearly three decades in private  
practice; there are few trademark issues she has  
not navigated with skill and finesse."

Global Leaders 2020-23 "Ricketts is one of the  
foremost minds in the country on USPTO practice  
and the Madrid Protocol."

*Managing IP's* IP STARS 2015-23; "Top 250

Women in IP" 2016-2023

*Who's Who Legal* IP – Trademarks 2011-2019,  
Global Leaders 2020-23; Thought Leaders – USA,  
IP – Trademarks 2024-25, "'Brilliant strategist'  
Allison Strickland Ricketts ranks highly among  
peers for handling complex projects and her in-  
depth understanding of trademark law matters."

*World IP Review, USA Trademarks 2024*

*The Best Lawyers in America*®, Litigation –  
Intellectual Property 2015-2025

*Super Lawyers*® Intellectual Property, New York  
Metro 2021-23, "Top Women Attorneys in New  
York" 2023*World IP Review* Inaugural USA:

National Trademarks Rankings, "Outstanding"  
Individual – Trademark Non-Contentious 2023

*Euromoney's Expert Guides: Women in Business*  
*Law: Trademark*, 2022

*Lexology* Client Choice Award Trademarks 2013,  
2015

American Intellectual Property Law Association  
(AIPPLA) Mentor of the Year, 2009

## Speaking Engagements

*Co-Existence Agreements: Enforceability and  
Counseling Issues*, American Intellectual Property  
Law Association (AIPPLA) Trademark Boot Camp,  
June 16, 2023

*Women in IP Panel Series – IP for Startups*,  
Moderator, New York City Bar, Committee on  
Women in the Legal Profession, June 22, 2022

*What You and Your Clients Need to Know About  
the USPTO's Post-Registration Audit*, National  
Academy of Continuing Legal Education CLE, June  
14, 2022

*Trademark Modernization Act*, Suffolk County Bar  
Association IP Committee, June 16, 2021

*Trademark training course*, Major League Soccer,  
June 11, 2021

*Trademark and Copyright Session*, Moderator,  
American Intellectual Property Law Association  
(AIPPLA) Spring Meeting, May 14, 2021

*Refusal of Trademark Registration*, Strafford  
Webinar, February 9, 2021

*USPTO's Post-Registration Audit program*, AltLegal  
Connect Virtual Conference, October 2020

*COVID Challenges: Tailoring Trademark Strategies  
and Spend*, Fross Zelnick CLE, June 3, 2020

*Responding to Trademark Office Actions:  
Assessing Response Alternatives and Persuading  
the Examiner*, Strafford Webinar, January 9, 2020

*Responding to Trademark Office Actions:  
Assessing Response Alternatives and Persuading  
the Examiner*, Strafford Webinar, September 26,  
2018

*Responding to Trademark Office Actions: Assessing Response Alternatives and Persuading the Examiner*, Strafford Webinar, September 12, 2017

*Counseling the Non-Profit Startup*, American Intellectual Property Law Association (AIPLA) Annual Meeting, October 2015

*Co-Existence Agreements: Enforceability and Counseling Issues*, AIPLA Trademark Bootcamp, 2014, 2016

*Tricks of the Trade for the Madrid Protocol*, sponsored by the International Intellectual Property Society, 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, March, 2009

*Advanced Trademark Prosecution Issues* (specimen-drawing agreement, mutilation, deceptive versus deceptively misdescriptive marks, geographically deceptively misdescriptive marks, coexistence agreements, foreign website evidence) The Practising Law Institute's Advanced Seminar on Trademark Law 2007

*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), Practising Law Institute, February 23, 2006

*Navigating Trademark Practice Before the PTO 2005: U.S. Implementation of the Madrid Protocol: A Status Report*, Practising Law Institute, February 24, 2005

*Trademarks: Year in Review*, AIPLA Annual Meeting, October 16, 2004

*International Developments Affecting U.S. Trademark Law and Practice*, AIPPI U.S. Conference, October 13, 2004

*Madrid Protocol - One Year Later*, International Trademark Association, Trademark Administrators Conference, October 3, 2004

*Electronic Filings in the USPTO*, INTA Trademark Administrators Workshop, April 8, 2004

*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), Practising Law Institute, March 25, 2004

*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), Practising Law Institute, March 21, 2002

*Bridge the Gap: Practice Pointers for the Newly Admitted Attorney: Copyright and Trademark Law: An Overview*, Practising Law Institute, December 20, 2001

*Copyright & Trademark Law for the Nonspecialist: Understanding the Basics: Copyright and Trademark Licensing* (fictional characters, key

provisions, quality controls, and enforcement),  
Practising Law Institute, March 22, 2001

*Bridge the Gap: Practice Pointers for the Newly  
Admitted Attorney: Copyright and Trademark Law:  
An Overview*, Practising Law Institute, February 20,  
2001

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

## **Publications**

*TTAB Decision Offers Rare Guidance On Insignia  
Denials*, quoted in *Law360* article, August 8, 2022

*Attorneys Optimistic Pandemic Won't Disrupt  
USPTO Filings*, quoted in *Law360* article, March  
17, 2020

*USPTO Revises Email Address Requirement for  
Trademark Owners*, Lexology, February 14, 2020

*New USPTO Rule Requires U.S.-licensed Lawyers  
for Foreign-domiciled Applicants, Registrants, and  
Parties to TTAB Proceedings*, Lexology, July 3,  
2019

*Post-registration Audit Program*, Lexology, March  
14, 2017