

Allison Strickland Ricketts

Partner

212.813.5967

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

The Legal 500 US 2025

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, 2025; "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