

# TRACIE R. SIDDIQUI

Admitted to the Bar in Washington, D.C. (2009) and Virginia (2007, inactive)

## LEGAL EXPERIENCE

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### American University Washington College of Law

Washington, DC

*Practitioner-in-Residence, Glushko-Samuelson Intellectual Property Law Clinic* July 2022 - Present

- Supervise law students enrolled in the Intellectual Property Law Clinic, including developing course curriculum, teaching clinic seminar, and supervising pro bono trademark prosecution and enforcement matters.

### U.S. Customs and Border Protection

Washington, DC

*Attorney Advisor, Intellectual Property Enforcement* August 2020 – June 2022

- Adjudicated administrative petitions concerning merchandise seized by CBP for intellectual property violations.
- Participated in international capacity building, including representing CBP in meetings with foreign governments regarding the drafting and implementation of their intellectual property laws and regulations.
- Provided training and guidance to CBP personnel concerning the application of intellectual property law at the border and the creation of a legally sufficient administrative record.
- Conducted outreach to and training of intellectual property right holders regarding CBP's border enforcement.

### Marriott International, Inc.

Bethesda, MD

*Vice President and Senior Counsel, Global Intellectual Property* March 2019 – August 2020

*Corporate Counsel, Global Intellectual Property* April 2017 – February 2019

- Counseled diverse business teams about the intellectual property implications of their strategies and decisions.
- Managed worldwide intellectual property rights for multiple Marriott-owned brands, including assessing the availability of new marks for use and registration worldwide, developing trademark application strategies, maintaining existing registrations, and overseeing enforcement matters.
- Drafted, reviewed, and negotiated intellectual property aspects of commercial contracts, including license agreements, promotional agreements, sponsorship agreements, hotel management agreements, franchise agreements, and model releases.
- Managed a five-person team responsible for drafting and recording trademark licenses with trademark offices worldwide, including developing a process that increased efficiency and reduced cost.
- Responsible for all intellectual property aspects of the launch of the Marriott Bonvoy loyalty program that unified Marriott's and Starwood's loyalty programs, including trademark clearance and prosecution, preparation of intercompany and third-party licenses, and management of enforcement activities.

### Kilpatrick Townsend & Stockton LLP

Washington, DC

*Associate Attorney*, September 2007– March 2017

*Summer Associate*, June 2006 – August 2006

- Advised on worldwide branding strategies, the protection and enforcement of intellectual property rights, and strategies for mitigating risk for clients ranging from Fortune 500 companies to small non-profit organizations.
- Negotiated, drafted, and revised intellectual property agreements, including trademark and copyright licenses, distribution agreements, coexistence agreements, consent agreements, and settlement agreements.
- Managed global trademark portfolios, including trademark clearance, prosecution, and enforcement.
- Conducted due diligence of companies' intellectual property assets, and drafted trademark and copyright portions of merger and acquisition agreements.
- Drafted intellectual property policies, including trademark use guidelines and license compliance summaries.

## EDUCATION

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### Georgetown University Law Center

Washington, DC

J.D., *cum laude*, May 2007

Honors: Dean's Scholar Academic Scholarship, Law Fellow, Dean's List

### University of Oklahoma, Honors College

Norman, OK

B.A. in Letters, *summa cum laude*, Minors in French and Middle Eastern Studies, May 2004

Honors: National Merit Scholar, Phi Beta Kappa, President's and Dean's Honor Roll