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Recording Date – September 28, 2016

Recording Available – December 23, 2016

Meeting Location	Date	Time	Topic
King County Bar Association 1200 Fifth Ave., Suite 700 Seattle WA	Wednesday, September 28, 2016	12:00 pm to 1:15 pm	Trademark Basics: Issue Spotting and New Developments

**AGENDA**

- 12:00 p.m.      Introductions
- 12:15pm        Presentation: ‘Trademark Basics: Issue Spotting and New Developments’, by Ashley Long, Carney Badley Spellman
- 1:15 p.m.       Evaluations & Adjourn

**SPEAKER BIOGRAPHY:**

**Ashley Long, Carney Badley Spellman** – Ashley Long focuses her practice on providing brand owners and technology companies with the means to use, protect, and commercialize their intellectual property. Ashley has worked with clients throughout the technology spectrum, from e-commerce retailers to video game studios. Her current client base includes local startups and global emerging companies.

Ashley has extensive experience in trademark clearance, registration, protection, and enforcement. As clients prepare to select new trademarks, Ashley is able to advise on issues of use and registration - both domestically and internationally. From the initial filing through the first renewal, Ashley can guide clients throughout the entire trademark prosecution process.

Ashley also provides intellectual property enforcement services. She is able prepare and respond to cease and desist letters, submit social media infringement notifications, conduct matters before the Trademark Trial and Appeal Board, initiate Uniform Domain Name Dispute Resolution Policy proceedings, and litigate in district court proceedings. Ashley is skilled in creating technology related commercial agreements, including distribution and licensing agreements, internet and website related contracts, sweepstakes and contests rules, and entertainment agreements.

Ashley joined Carney Badley Spellman in 2015. Prior to joining Carney Badley Spellman, Ashley worked in prominent trademark practices throughout the country. She has taught the subjects of trademark law, unfair competition law, and copyright law at Boston area law schools. She was an adjunct faculty member at New England School of Law, and has served as guest lecturer at New England School of Law and Suffolk Law School.