

# Michael G. Atkins

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## Introduction

Mike is a member of Cairncross & Hempelmann's Intellectual Property team. He focuses his practice on intellectual property (trademarks, copyrights, trade secrets, unfair competition, and Internet law) and intellectual property litigation. He represents clients with trademark issues, including trademark registrations, and litigates in federal court and before the U.S. Trademark Trial and Appeal Board.

Mike has taught trademark law at the University of Washington School of Law for more than 11 years, and has lectured on intellectual property issues in China, France, Mexico, Germany, and Spain, and throughout the United States.

## Education

- St. John's University (B.A., Government, 1991)
- University of Minnesota (J.D., 1996)

## Admissions

- Washington
- US District Court, Western District of Washington
- US District Court, Eastern District of Washington
- US Court of Appeals, Ninth Circuit

## Honors & Recognition

- Litigation Counsel of America, Fellow; Invitation-only, peer-selected honorary society of 3,500 top trial lawyers
- Named on the Washington Super Lawyers list by *Super Lawyers® Magazine* since 2010
- Named on the Washington Rising Stars list by *Super Lawyers® Magazine* (2005-2009)
- "Recommended Expert," World Trademark Review 1000 (2014-2019)
- "Outstanding Service Award, Part-Time Lecturer," UW School of Law (2009-2010)
- "Top Intellectual Property Lawyer," *Washington CEO Magazine* (2008)

- "Random Acts of Professionalism," Washington State Bar Association (2004)
- Avvo® rated 10.0 out of 10.0

## Professional & Community Involvement

- Washington State Bar Association (IP and Litigation Sections)
- King County Bar Association (IP and Litigation Sections)
- International Trademark Association
- Seattle IP Inn of Court, Master and Former Board Member
- Feet First: Puget Sound Pedestrian Advocacy, Former Board Member

## Publications/Speaking Engagements

- Lecturer, "Advanced Trademark Law" (with Professor Toshiko Takenaka), University of Washington School of Law (Seattle, Winter 2022)
- Presenter, "U.S. Trademark Case Law," Keio IP Case Law and Enforcement Seminar, Keio Law School (Virtual, May 2, 2021)
- Guest Lecturer, "Cannabis Law Seminar: Intellectual Property Issues," University of Washington School of Law (Seattle, April 28, 2021)
- Presenter, "Protecting Your Client's Geographic Trademark," Gonzaga Intellectual Property Law Association, Gonzaga University School of Law (Virtual, March 23, 2021)
- Presenter, "Essential Copyright Law for Monument Artists," 2021 Virtual Monument Industry Show, Monument Builders of North America (Virtual, February 23, 2021)
- Lecturer, "Advanced Trademark Law" (with Professor Toshiko Takenaka), University of Washington School of Law (Seattle, Winter 2021)
- Panelist and Presenter, "The Economics and Incentives of Exclusive Intellectual Property Rights: Do Voids in Trademark and Patent Law Inhibit Participation and Innovation in Cannabis Markets?" Symposium on the Economics and Law of Cannabis Markets, Law & Economics Center, Antonin Scalia Law School (Virtual, October 13, 2020)
- Guest Lecturer, "Cannabis Law Seminar: Intellectual Property Issues," University of Washington School of Law (Seattle, May 5, 2020)
- Presenter, "Intellectual Theft: Best Practices in Protecting Your Work and Brand," Northwest Flower & Garden Show GardenPro Conference (Seattle, February 16, 2018)
- Presenter, "Medical & Recreational Marijuana in Washington State: Intellectual Property Issues," The Seminar Group (Seattle, November 30, 2017)
- Guest Lecturer, "Cannabis Law Seminar: Intellectual Property Issues," University of Washington School of Law (Seattle, November 28, 2017)
- Presenter, "Smart IP Abroad," Conferencia sobre Escenarios Comerciales entre Mexico y China, Confederación de Cámaras Industriales de los Estados Unidos Mexicanos (Mexico City, Mexico, June 5, 2017)

- Presenter, "#TalkingIP: Optimizing Publishing Opportunities and Digital Platforms," International Trademark Association (Barcelona, Spain, May 21, 2017)
- Presenter, "Intellectual Property Protections," New Lawyer Education Intellectual Property Seminar, Washington State Bar Association (Seattle, March 22, 2016)
- Presenter, "Doctrine of Well-Known Trademarks in the United States," King County Bar Association IP Law Section (Seattle, March 3, 2016)
- Lecturer, "Advanced Trademark Law" (with Professor Toshiko Takenaka), University of Washington School of Law (Seattle, Winter 2016)
- Presenter, "Cannabis in Washington State: Intellectual Property Issues," The Seminar Group (Seattle, July 30, 2015)
- Presenter, "Hot Topics in U.S. Trademark Litigation," 2015 Patent and Intellectual Property Law and Practice Summer Institute, Center for Advanced Study and Research on Intellectual Property (Seattle, July 21, 2015)
- Presenter, "Introduction to U.S. Trademark Law," 2015 Patent and Intellectual Property Law and Practice Summer Institute, Center for Advanced Study and Research on Intellectual Property (Seattle, July 17, 2015)
- Presenter, "Look and Feel Trademark Protection in the United States," Transnational IP Seminar, Center for International Intellectual Property Studies, University of Strasbourg (Strasbourg, France, March 23, 2015)
- Lecturer, "Advanced Trademark Law" (with Professor Toshiko Takenaka), University of Washington School of Law (Seattle, Winter 2015)
- Presenter, "Marijuana Trademarks and the PTO," Seattle IP Inn of Court (Seattle, September 18, 2014)
- Presenter, "Hot Topics in U.S. Trademark Litigation," 2014 Patent and Intellectual Property Law and Practice Summer Institute, Center for Advanced Study and Research on Intellectual Property (Seattle, July 22, 2014)
- Presenter, "Introduction to U.S. Trademark Law," 2014 Patent and Intellectual Property Law and Practice Summer Institute, Center for Advanced Study and Research on Intellectual Property (Seattle, July 18, 2014)
- Presenter, "Building Your Marijuana Brand: Trademarks and Trade Dress," Law Seminars International (Seattle, July 11, 2014)
- Co-chair, "Marijuana and Intellectual Property" Law Seminars International (Seattle, July 11, 2014)
- Presenter, "Right of Publicity Protection in the United States," Transnational IP Seminar, Technische Universitat Dresden (Dresden, Germany, March 25, 2014)
- Presenter, "Look and Feel Trademark Protection in the United States," Transnational IP Seminar, Technische Universitat Dresden (Dresden, Germany, March 24, 2014)
- Presenter, "Protecting Your Client's Marijuana Trademark," King County Bar Association IP Law Section (Seattle, March 6, 2014)
- Lecturer, "Advanced Trademark Law" (with Professor Toshiko Takenaka), University of Washington School of Law (Seattle, Winter-Spring, 2014)
- Guest Lecturer, "Trademark Law: Likelihood of Dilution," University of Washington School of Law (Seattle, November 5, 2013)
- Guest Lecturer, "Trademark Law: Likelihood of Confusion," University of Washington School of Law (Seattle, November 4, 2013)
- Presenter, "Trademark Issues in Social Media," Law Seminars International (Seattle, September 16, 2013)

- Presenter, "Introduction to U.S. Trademark Law," 2013 Patent and Intellectual Property Law and Practice Summer Institute, Center for Advanced Study and Research on Intellectual Property (Seattle, July 19, 2013)
- Presenter, "Kirtsang: Implications for Trademark Practitioners," Spring Meeting, American Intellectual Property Law Association (Seattle, May 1, 2013)
- Lecturer, "Advanced Trademark Law" (with Professor Toshiko Takenaka), University of Washington School of Law (Seattle, Winter-Spring, 2013)
- Moderator and Presenter, "Rule 12 Motions," Federal Court Boot Camp Conference: How to Practice in Federal Court, Pincus Professional Education (Seattle, December 7, 2012)
- Moderator and Presenter, "Ex Parte Orders and Preliminary Injunctive Relief," Federal Court Boot Camp Conference: How to Practice in Federal Court, Pincus Professional Education (Seattle, December 7, 2012)
- Presenter, "Hot Topics in Intellectual Property Law: Hague Convention Service," Seattle IP Inn of Court (Seattle, November 15, 2012)
- Guest Lecturer, "Trademark Law: Likelihood of Confusion," University of Washington School of Law (Seattle, November 9, 2012)
- Presenter, "Trademark Issues in Social Media," Law Seminars International (Seattle, September 6, 2012)
- Presenter, "Introduction to U.S. Trademark Law," 2012 Patent and Intellectual Property Law and Practice Summer Institute, Center for Advanced Study and Research on Intellectual Property (Seattle, July 20, 2012)
- Moderator and Presenter, "IP Protection in the Information Age: Online Trademark Liability," Center for Advanced Study and Research on Intellectual Property (Beijing, China, June 26, 2012)
- Moderator, "Rosetta Stone v. Google: A Key Ruling on Online Liability for Trademark Infringement," Law Seminars International (Tele-CLE, May 16, 2012)
- Presenter, "Trademark Law Exhaustion and Gray Market Goods," 17th Annual Intellectual Property Institute, Washington State Bar Association (Seattle, March 9, 2012)
- Presenter, "Intellectual Property Rights Training: American Trademark Law and Unfair Competition Regulation," China's National Judges College (Guangzhou, China, February 11, 2012)
- Lecturer, "Advanced Trademark Law" (with Professor Toshiko Takenaka), University of Washington School of Law (Seattle, Winter-Spring 2012)