
About the Editors

CHRISTOPHER P. BUSSERT is a partner in the Atlanta office of Kilpatrick Townsend & Stockton LLP. Over the past 30 years, Mr. Bussert has represented clients in trademark, copyright, false advertising, and franchise litigation, and in licensing and trademark clearance and prosecution matters. He has spoken extensively on intellectual property topics for numerous organizations, including the American Bar Association, the International Trademark Association, the Practising Law Institute, the Law Education Institute, and the Association of Corporate Counsel, among others. Mr. Bussert has authored or coauthored numerous articles on intellectual property and franchise subjects published in various legal publications, including *The Trademark Reporter*, *Franchise Law Journal*, *The Franchise Lawyer*, *LJN's Franchising Business & Law Alert*, *LJN's Entertainment Law & Finance*, *The Licensing Journal*, and *The International Property Strategist*. He has also coauthored a chapter titled "Trademark Law Fundamentals and Related Franchising Issues" in *Fundamentals of Franchising* and a chapter titled "Trademark Considerations in Franchise Transfers" in *Mergers and Acquisitions of Franchise Companies*, all published by the American Bar Association. He is currently a member of the editorial board of *The Intellectual Property Strategist*. He is also a past editor in chief of *The Franchise Law Journal*, a member of the Governing Committee of the American Bar Association Forum on Franchising, and cochair of the 39th Annual Forum on Franchising. Mr. Bussert has also been actively involved in the International Trademark Association, having served as the chair of the International Trademark Association's 126th Annual Meeting and of the Information Resources Committee. He received his B.A. from Kalamazoo College and his J.D. from the University of Toledo College of Law.

JAMES R. SIMS III is a partner with Morgan Lewis & Bockius LLP in Washington, D.C. His practice focuses on trademark, copyright, licensing, and franchising issues. Mr. Sims assists clients in diverse industries with all facets of trademark and copyright protection, licensing, commercialization, ownership, dispute resolution, and Internet issues, as well as with

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MARTIN R. BADER (Patent Chapter) is a partner with Sheppard, Mullin, Richter & Hampton, LLP, in San Diego (Del Mar) California. He is an intellectual property litigator with extensive experience litigating highly complex patent cases, as well as cases involving standard essential patents and FRAND commitments to SSOs. He has obtained numerous victories for high-technology clients at trial and on summary judgment in the district courts throughout the United States. He also has significant experience in conducting post-grant proceedings before the U.S. Patent and Trademark Office (USPTO), including as lead counsel in inter partes reviews (IPRs) and ex parte reexaminations. In 2015, he was named as one of the “Top Attorneys in the PTAB” for his IPR filings, including having 17 out of 17 IPRs successfully instituted by the PTAB. Mr. Bader is also a registered patent attorney and counsels clients on intellectual property protection strategies, and prosecutes for patents applications and trademark registrations before the USPTO. He has an electrical engineering degree from California Polytechnic State University, San Luis Obispo, and a J.D. from University of San Diego.

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“Women Leaders in Technology Law” list (2015), which recognized 50 women attorneys in California who have “demonstrated leadership and expertise in solving the most pressing legal concerns technology companies can face,” as well as the *Daily Journal’s* 2016 list of Top Women Lawyers in California. She is also active in pro bono matters, including serving as a volunteer prosecutor in criminal jury trials.

SUSAN UPTON DOUGLASS (Copyright Chapter) is a partner in the New York City law firm of Fross Zelnick Lehrman & Zissu, where she specializes in trademark, copyright, unfair competition law, and licensing. She has enormous depth of knowledge in trademark searching and prosecuting trademark applications, handling oppositions and cancellation actions at the Trademark Trial and Appeal Board, filing copyright applications, and counseling on copyright and trademark ownership and protection strategies. She is a frequent speaker for various organizations including the International Trademark Association (INTA), American Bar Association, New York State Bar Association, New York City Bar Association, and ABA Forum on Franchising, and has authored over two dozen articles on trademark, copyright, and licensing issues. She wrote the chapter on Trademark Prosecution for the INTA book on trademark law basics; she chaired the U.S. Patent and Trademark Office Subcommittee for INTA for many years. She was singled out by *Who’s Who Legal–Trademarks* in 2014 as one of six leading trademark lawyers in North America, and was listed as an Expert’s Expert in the field by *World Trademark Review*. Ms. Douglass earned her B.A. with honors from the University of Chicago and her J.D. from New York University School of Law.

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CRAIG J. MADSON (Patent Chapter) is a registered patent attorney and a founding shareholder in the intellectual property law firm Madson IP, P.C., now in Morgan, Utah. He specializes in intellectual property and franchising litigation, patent prosecution in the mechanical arts, trademarks, and franchise registration. Mr. Madson received both his B.S. in mathematics and his J.D. from the University of Utah. He has served as the financial officer and the technology officer on the governing committee for the American Bar Association's Forum on Franchising. He has also been the Forum's liaison to the ABA Standing Committee on Solo and Small Firm Practice. Mr. Madson has served as the president of the Utah Junior Chamber of Commerce and as a vice president of the U.S. Junior Chamber of Commerce. He has also served two terms as the chair of the Franchise Section of the Utah State Bar.

SHERIN SAKR (U.S. Trademark Chapter) was born in Cairo, Egypt, and lived in Germany and Puerto Rico before settling in the United States. She is fluent in Arabic, German, Spanish, and English. She received her B.S. from the University of Cincinnati. She obtained her J.D. and LL.M. in Taxation from the University of Denver. Before leaving Denver, she worked for the regional law firm of Snell & Wilmer LLP, during which time she assisted in the drafting of disclosure documents and franchise agreements for Cold Stone Creamery's development into Taiwan, China, and South Korea. Immediately prior to joining Kahala, she was a Senior in the International Tax Services Group of Ernst & Young LLP in Irvine, California. As vice president and international counsel for Kahala, Ms. Sakr drafted and negotiated international franchise agreements, managed the international trademark portfolio for all 14 brands franchised by Kahala, and prosecuted trademark infringers around the globe. As part of the legal team at Kahala, Ms. Sakr was actively involved in the negotiations and drafting of the agreements for the relationships with Rocky Mountain Chocolate Factory and Tim Hortons, as well as the acquisition of America's Taco Shop, and continues to be the lead counsel for future co-branding opportunities. Now, as vice

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HENRY SU (Trade Secrets Chapter) serves as an attorney advisor to Federal Trade Commission Chairwoman Edith Ramirez on antitrust, competition, intellectual property, and technology matters and issues. Prior to this position, he was a trial attorney in the Bureau of Competition, where he investigated and litigated cases involving mergers and business practices in the broad range of industries. He was also an attorney advisor to Commissioner J. Thomas Rosch. Before joining the FTC, Henry worked as a trial and appellate lawyer with several law firms in California and Virginia, specializing in claims and disputes that involve intellectual property, antitrust, and trade regulation issues. He is a graduate of the University of Virginia School of Law, where he was a recipient of the John M. Olin Prize in Law and Economics, and Yale College, where he earned a B.S. in Biology, cum laude. He is a Fellow of the American Bar Foundation and the Litigation Counsel of America. He has also held leadership roles within a number of bar associations and community service organizations, including the American Bar Association, the National Asian Pacific American Bar Association, and the Intellectual Property Owners Association. Mr. Su speaks and writes frequently on a number of topics and issues relating to antitrust, competition, consumer protection, and intellectual property.