
WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Anne GUNDELFINGER
San Francisco, CA
United States of America



Nationality: American

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

J.D., Boston University School of Law 1985;
B.A, English Literature and French Language 1982.

Admitted to practice in California, Pennsylvania, and Washington D.C., and before the United States Supreme Court, the United States Court of Appeals for the Ninth Circuit, and the District Court for the Northern District of California.

Awards and Achievements

Luxury Law Alliance Lifetime Achievement Award, 2019;
World Trademark Review Lifetime Achievement Award, 2017;
World Trademark Review World's Leading Trademark Professionals, 2017 and 2018;
Managing Intellectual Property IP Star, 2015, 2016, and 2017;
Managing Intellectual Property World's 50 Most Influential People in Intellectual Property, 2005;
IAM Magazine IP Hall of Fame Academy, 2005-present.

LANGUAGES

English
(*Capable of reviewing evidence and pleadings in French, and to a more limited degree German*)

PRESENT POSITION

Vice President & General Counsel (*pro bono*), The Unicode Consortium, Mountain View CA, since 2020;
Independent Intellectual Property and Management Consultant, since 2019.

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Swarovski AG (Switzerland, Liechtenstein, Austria) - Vice President, Intellectual Property, 2013-2019;
- Built and led Swarovski's worldwide IP function, protecting and defending Swarovski brands and designs.

May 23, 2022

Law Office of Anne Gundelfinger (Menlo Park CA) – Proprietor, 2009-2012:

- Represented small tech start-ups in developing, protecting, and defending their brands.

Intel Corporation (Santa Clara CA) – Vice President & Associate General Counsel, 1997-2009;

- Built & led Intel's worldwide trademark function, 1997-2004;

- Led Intel's worldwide Sales & Marketing Legal Team, 2004-2007;

- Led Intel's Global Public Policy function, 2007-2008.

Sun Microsystems, Inc. (Mountain View CA) - Director, Trademarks & Brands, 1992-1997;

- Built and led Sun's worldwide trademark function.

Fenwick & West (Palo Alto CA) - Associate, IP, Technology, and Litigation Groups, 1987-1992;

- Represented and counseled multiple small and large tech companies in a wide range of antitrust, trademark, and unfair competition matters.

Federal Trade Commission (Washington, D.C.) - Attorney, Bureau of Competition, 1985-1987;

- Participated in litigation teams investigating proposed mergers and other anticompetitive conduct.

MEMBERSHIP IN PROFESSIONAL BODIES

International Trademark Association, since 1993;

- President, 2005;

- Board of Directors, 1996-1999 and 2000-2006;

- Chaired the Executive, Nominating, Strategic Planning, International Amicus, and Europe Global Advisory Committees, and the 1999 Annual Meeting;

- Served on the Anti-Counterfeiting, Internet, Leadership Development, Designs, and the US Federal Trademark Dilution Act Committees.

International Trademark Association Panel of Trademark Mediators, since 2010;

Coalition for Intellectual Property Rights, 2004-2008;

- Chair, 2006-2008;

CIPR worked to advance the protection of intellectual property rights in Russia and the former Soviet republics through education, legislation, coalition building, and legal reform.

AREAS OF SPECIALIZATION

Intellectual Property, Unfair Competition, Antitrust, and Alternative Dispute Resolution including:

Global trademark and product design protection, defense, and enforcement, Internet and domain names, anti-counterfeiting and piracy, intellectual property and unfair competition litigation and dispute resolution, global IP portfolio management, brand licensing, and competition, antitrust, and advertising law.

EXPERIENCE IN INTELLECTUAL PROPERTY

Thirty years of experience as a lawyer in private and corporate practice focused largely or exclusively on intellectual property protection, defense, and enforcement. Built and managed the global trademark portfolios of three global brand owners, Sun Microsystems, Intel, and Swarovski, as well as managing their global enforcement operations and global brand licensing programs. Represented both large and small IP owners in a wide array of trademark, product design, and copyright disputes and litigation (both defensive and offensive) around the world. Founded and built a small private practice focused on representing tech start-ups and other small for-profit and not-for-profit organizations.

Led or participated in the drafting of five briefs *amicus curiae* in trademark and trade dress cases before the U.S. Supreme Court and U.S. federal appellate courts, as well as several other letters of intervention before the European Court of Justice and the Supreme People's Court of China.

MAJOR PUBLICATIONS

For the last thirty years, a frequent speaker and writer on trademark, design, mediation, and leadership topics. Multiple articles published by *World Trademark Review*, *Practising Law Institute*, *INTA Bulletin*, and the *Journal of Patent and Licenses* (Russia). Extensive speaking record includes engagements with the American Bar Association, Computer Law Association, International Trademark Association, Practising Law Institute, American Intellectual Property Law Association, China Trademark Association, Interpol, Marcus Evans, Strafford Publications, Stanford University Law School, and the University of California at Berkeley (Boalt Hall Law School and Hass Business School).

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Since the early 1990s at Sun Microsystems, have advised on the interface of trademarks and domain names. Developed domain name protection and enforcement strategies, and managed domain name portfolios for Sun, Intel, and Swarovski. Has represented a range of clients in hundreds of domain name disputes, and negotiated multiple domain name purchases. Contributed to early policy proposals relating to the interface of trademarks and domain names, has spoken multiple times on the topic, and served on INTA's Internet Committee.

EXPERIENCE IN COURT LITIGATION

Thirty-five years of experience in court litigation around the world. In private and government practice, acted as counsel in multiple antitrust and trademark cases in U.S. federal courts. In corporate practice, managed hundreds of trademark and unfair competition litigations in virtually all major markets around the world.

PROFESSIONAL TRAINING IN MEDIATION

International Trademark Association Basic Mediation Training, May 2010;
International Trademark Association Advanced Mediation Training, May 2011;
WIPO Advanced Workshop on Domain Name Dispute Resolution, 2014, 2017, and 2018).

EXPERIENCE IN MEDIATION

Represented Sun Microsystems, Intel, and Swarovski in multiple mediations to resolve a wide range of U.S. and European litigation and pre-litigation disputes relating to trademarks and product designs. Developed familiarity with both independent and court-supervised mediation procedures in US and European courts.
