
WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Phillip V. MARANO
Greenberg Traurig LLP
Washington, DC
United States of America



Nationality: American

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

The George Washington University Law School, Master of Laws in Intellectual Property 2009;
(With Highest Honors)
Villanova University School of Law, Juris Doctor 2007;
Editor, Villanova Environmental Law Journal
The College of New Jersey, Bachelor of Science in Law and Justice 2004.
(Magna Cum Laude)
(Alpha Phi Sigma Honor Society)

Bar admissions:
New Jersey Bar 2007;
New York Bar 2008;
District of Columbia Bar 2009;
United States District Court for the District of Columbia.

LANGUAGES

English

PRESENT POSITION

Of Counsel, Greenberg Traurig LLP.

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Longstanding member of the same intellectual property and Internet law practice group formerly with various law firms including, Mayer Brown LLP (Senior Associate), Katten Muchin Rosenman LLP (Associate), and Steptoe & Johnson LLP (Associate), 2012 – 2019;
Silverberg, Goldman & Bikoff LLP (Associate), 2008 – 2012;
January 6, 2020

United States Patent & Trademark Office (Trademark Intern) 2008;
Casha & Casha LLC (Associate) 2008;
New Jersey Volunteer Lawyers for the Arts (Volunteer Attorney) 2008.

MEMBERSHIP IN PROFESSIONAL BODIES

International Trademark Association (INTA);
International Association of Privacy Professionals (IAPP);
Internet Corporation for Assigned Names and Numbers (ICANN), Intellectual Property Constituency (IPC).

AREAS OF SPECIALIZATION

Trademark & Brand Management;
Intellectual Property & Technology;
Marketing, Advertising & Promotions Law;
Intellectual Property Technology Licensing & Transactions;
Domain Name Portfolio Management, Internet & Mobile-Related Website Issues.

EXPERIENCE IN INTELLECTUAL PROPERTY

Experience in private practice counseling clients on all legal matters at the intersection of intellectual property and the Internet. Advise on trademark selection and prosecution for global portfolios over four hundred brands in over one hundred jurisdictions, and conduct knockout and full trademark clearance searches worldwide. Prepare office action responses filed with the US Patent and Trademark Office, manage *ex parte* appeals and litigate *inter partes* cancellations and oppositions before the US Trademark Trial and Appeal Board, as well as select and manage international counsel on trademark prosecution and portfolio management matters outside the US. Clear domestic and international press releases and consumer-facing advertising materials and social media content, with respect to truth-in-advertising and endorsement regulations, as well as counsel on copyright registration and draft pre-litigation memoranda on third party intellectual property, publicity and data privacy rights. Investigate and prepare cease and desist, notice and takedown, and closing correspondence in all manner of intellectual property enforcement matters, and resolve disputes by negotiating consent, coexistence, settlement, licensing, and assignment agreements. Draft and negotiate a wide array of agreements, including: master service agreements, nondisclosure agreements, talent agreements, data and cash escrow agreements, sponsorship agreements, film collaboration agreements, auction bidder agreements, advertising agency agreements, and web hosting agreements. Coordinate with government relations client teams to help shape copyright, trademark and data privacy legislation and global policy initiatives, through draft congressional testimony, press releases, public comments and engagement with legislators, regulators, technologists, companies and academics.

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Experience in private practice counseling clients on all legal and business aspects of the domain name system and the domain name industry. Manage global domain name portfolios containing thousands of domain names in nearly all generic and country-code Top-Level Domains. Conduct requests for proposals and negotiate master service agreements with outside vendors to perform online trademark and copyright monitoring and routine enforcement services for website content, domain names, online marketplaces and social media content, as well as develop and oversee online enforcement programs, including whitelist and watch notice reviews. Develop and execute strategies for top and second-level domain name acquisition, management and dispute resolution, including over two-hundred successful launches of new generic and .Brand Top-Level Domains. Draft and negotiate a wide array of agreements in the domain name industry, including ICANN accreditation agreements, registry-registrar agreements, registry data escrow agreements, registry and registrar policies, terms and conditions, website terms of service, copyright and trademark takedown policies, and privacy policies. Significant experience as counsel in hundreds of international administrative dispute resolution proceedings involving second-level domain names filed under the UDRP

and various ccTLD registry-administered dispute resolution policies. Manage private and forensic investigators in global enforcement initiatives involving domain name and Internet numbers authorities, and de-anonymize criminal actors engaged in fraud, identity theft, counterfeiting or piracy online, as well as file international domain name disputes, and litigate cybersquatting claims in US Federal District Court. Coordinate with consultants and client teams to help shape domain legislation and global policy initiatives, participating in a multitude of ICANN working groups and attending each ICANN meeting since 2009.

MAJOR PUBLICATIONS

World Trademark Review, "Keep Calm and Carry On: Tips for Online Enforcement and Advocacy After GDPR" (June 8, 2018).

World Trademark Review, "Lessons from Historical Uniform Domain Name Dispute Resolution Policy Decisions" (28 February 28, 2018).

World Trademark Review, "Changing Tides at ICANN" (November 1, 2017).

INTA, "Brand Protection on the Internet: Domain Names, Social Media, and Beyond" (September 2015).

World Trademark Review, "Cost v Benefit: Assessing the .PORN, .ADULT, .SUCKS Defensive Registration Proposition" (March 24, 2015).

Bloomberg BNA, "Guide to Top-Level Domain Name Registry Operations" (2014).

World Trademark Review, "US Legislation Takes Aim at Websites Dedicated to Infringing Activities" (October/November 2011).

World Trademark Review, "Re-Registration of Domain Name is not Registration Under ACPA" (12 October 2011).

World Trademark Review, "Contributory Cybersquatting and Trademark Dilution Are Valid Causes of Action" (February 3, 2011).

Oxford University Press, "Hauling in the Middleman: Contributory Trade Mark Infringement in North America" (May 1, 2010).

World Trademark Review, "Proposal for eUDRP Released for Public Comment" (July 23, 2009).

World Trademark Review, "The UDRP Turns 10" (July 3, 2009).

EXPERIENCE IN COURT LITIGATION

Considerable experience in court litigation involving domain names as well as various other cases involving trademark, trade dress, and copyright infringement, in US federal court plus cancellation and objection proceedings at the US Patent and Trademark Office Trademark Trial and Appeal Board. Also work closely with local counsel in court litigation and national trademark office proceedings in most countries around the world.

EXPERIENCE IN ARBITRATION

Significant experience as counsel in dozens of international arbitral dispute resolution proceedings involving new generic top-level domain names with WIPO, the International Centre for Dispute Resolution (ICDR), and the International Center of Expertise of the International Chamber of Commerce (ICC).
