



# Peter W. Becker

## Member

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## Professional Overview

Pete Becker assists clients in developing and implementing global trademark, copyright, and domain name strategies and portfolios. Pete counsels senior executives on building brand equity, and with the monetization, enforcement, and defense of their IP assets. Pete's practice includes brand management, licensing, risk analysis, clearance, prosecution, oppositions, uniform domain name dispute resolution policy proceedings, customs seizures, IP policing, and defensive conflicts. He also assists clients with all aspects of IP in mergers and acquisitions.

Pete served as in-house trademark counsel at leading technology companies Microsoft and Amazon. This experience provides him with valuable insights into the business needs of organizations as they seek to protect their IP assets and minimize their IP risk exposure.

Pete is a member of the International Trademark Association and serves as a pro bono attorney for the Washington Lawyers for the Arts. He enjoys writing and presenting on topics related to intellectual property law. Pete has taught courses on intellectual property law as an adjunct professor at the Marquette University Law School. Prior to becoming an attorney, he was a high school teacher, where he taught economics, history, mathematics, and social studies. Pete has been recognized by World Trademark Review as one of the *WTR 300: The World's Leading Corporate Trademark Professionals*.

## Education

- J.D., *cum laude*, Marquette University Law School, 1991
- B.A., Education and History, Marquette University, 1980

## Professional Experience



- Christensen O'Connor Johnson Kindness<sup>PLLC</sup>  
Seattle, WA, 2020 – present
- Lane Powell PC  
Seattle, WA, 2018 – 2020
- Amazon.com, Inc.  
Seattle, WA, 2014 – 2018
- Microsoft Corporation  
Redmond, WA, 2001 – 2014
- Reinhart Boerner Van Deuren S.C.  
Milwaukee, WI, 1991 – 2001

## Technical Experience

- Adjunct Professor, Intellectual Property Law  
Marquette University Law School, 1994 – 2000

## Bar & Court Admissions

- Bar Admissions: Washington, Wisconsin (inactive)

## Professional Affiliations

- International Trademark Association (INTA)
- Licensing Executive Society
- Washington Lawyers for the Arts  
Pro Bono Attorney
- Washington State Bar Association  
Member, Intellectual Property Section  
Executive Committee Member, Cannabis Law Section

## Presentations & Publications

### Presentations

- "Legal Considerations for the Food, Beverage, and Hospitality Industry," Washington State Bar Association; panelist (Seattle, WA, February 2021).



CHRISTENSEN | O'CONNOR  
JOHNSON | KINDNESS

- "COVID-19 and the Impact on Intellectual Property," Washington State Bar Association, Intellectual Property Law Section (Seattle, WA, June 2020).
- "IP Issues for the Business Lawyer," Washington State Bar Association (Seattle, WA, August 2019).
- "Cannabis & Intellectual Property," Oregon State Bar; panelist (Portland, OR, May 2019).
- "Honing Your IP Strategy," Association of Corporate Counsel, Washington State Chapter (Renton, WA, September 2018).

## Publications

- "*Headspace International LLC v. Podworks Corp.*: Good News (With Warnings) for Marijuana Trademark Licensors," *The Licensing Journal*, Vol. 39, No. 2, 2019, Becker, P.