



Peter W. Becker

Of Counsel

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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* and is named in the publication's *WTR 1000 – The World's Leading 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^{PLLC}
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 and May 2022).



- "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

- Client Alert, "U.S. Copyright Office Announces Copyright Claims Board Accepting Claims Beginning June 16, 2022," (June 2022).
- "*Headspace International LLC v. Podworks Corp.*: Good News (With Warnings) for Marijuana Trademark Licensors," *The Licensing Journal*, Vol. 39, No. 2, 2019, Becker, P.