Annie Allison

Associate

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PRACTICES Intellectual Property, Trademark and Advertising, Trademark Cancellations and Oppositions, Social Media, Trademark Litigation, Trademark Prosecution, Copyright, Technology Transactions, Advertising, Marketing, and Promotional Law, Mergers and Acquisitions, Corporate, Emerging Companies and Venture Capital, Precision Medicine and Digital Health, Privacy and Data Security, Media, Entertainment and Sports, Retail, Technology, Software, Technology Mergers and Acquisitions, Cloud Computing, Internet, Streaming Media, Procurement and Supply Chain Management, Technology Contracts Litigation, Media and Entertainment Transactions

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Annie Allison is an associate in the Intellectual Property Practice Group in the New York office of Haynes and Boone, LLP where she helps clients to obtain, enforce, and leverage their valuable intellectual property assets.

Annie provides a broad range of transactional and litigation IP legal services including trademark prosecution, copyright clearance and registration, rights enforcement strategies, brand management and licensing for media, entertainment, fashion and technology companies.

Annie counsels clients on the management and enforcement of global trademark portfolios, represents clients in TTAB proceedings and related negotiations, and advises and assists on trademark-related issues in M&A transactions and corporate due diligence. She also counsels clients on advertising and social media issues as well as privacy and consumer protection matters and related regulatory compliance issues, including COPPA, GDPR and CCPA.

A former TV news producer and reporter, Annie advises on a variety of media and entertainment related matters, including brand licensing, merchandising, music licensing and royalty streams, television and film rights agreements (for both traditional and new media), book and film option rights, and rights of publicity issues related to film and television projects. She also assists clients with technology and intellectual property-related business transactions, including software development and licensing agreements and services agreements.

QUALIFICATIONS

EDUCATION

- J.D., University of Washington School of Law, 2014, Editorial Board Member, *Washington Journal of Law, Technology & Arts*
- LL.M., Intellectual Property, University of Washington School of Law, 2017

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- B.A., Broadcast Journalism, Brigham Young University

ADMISSIONS

- New York
- Washington

COURT ADMISSIONS

- U.S. District Court for the Western District of Washington

PUBLICATIONS AND SPEAKING ENGAGEMENTS

- "Ferreting Out Fakers: How Cryptocurrency Companies Can Protect Their Brands in Cyberspace," co-author, *Brave New Coin*, October 10, 2022.
- “Hey! That’s My move! Copyright, Fortnite and the Ability to Protect How You Shake Your Groove Thing,” author, *The Intellectual Property Strategist*, May 2019.
- "Social Media Issues in Technotainment," presenter, PLI’s Technotainment, 2017.
- “Supreme Court to Slants: “Rock On!” Trademark Ban on Offensive Trademarks Held Unconstitutional,” author, *Corporate Counsel*, July 2017.

PROFESSIONAL AFFILIATIONS AND ENGAGEMENTS

- International Trademark Association, Pro-Bono Trademark Clearinghouse member attorney
- Intellectual Property Owners Association, U.S. Trademark Committee member; Women in IP Law Committee member

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SELECTED CLIENT REPRESENTATIONS

- Represented HD Nursing LLC affiliate, Health Sense Ai Inc., in its acquisition of Prevention Plus LLC

AWARDS AND RECOGNITIONS

- Included in the "Ones to Watch" category of *The Best Lawyers in America*, Woodward/White, Inc., 2023-2024
- *Washington Super Lawyers IP Rising Stars*, Thomson Reuters, 2017-2020, 2023

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