



Wendy Pifher

Partner

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Wendy advises clients in the areas of intellectual property prosecution, licensing and technology agreements and strategies, as well as advertising and entertainment matters.

PRACTICES

Advertising, Marketing, and Sponsorships
 Intellectual Property
 Trademarks and Foreign Portfolio Management
 Copyrights
 Entertainment, Media, and Sports
 Outsourcing and Offshoring
 IT, Software and Technology
 Transactions
 Advertising, Labeling, and Consumer Class Actions

EDUCATION

University of Denver College of Law, J.D., 1994
 General Editor, *Denver University Law Review*
 Research and Technical Editor, *Denver University Law Review*
 Regis University, B.S., 1989
 Business Administration/Computer Information Systems
summa cum laude

BAR ADMISSIONS

Colorado

Wendy's intellectual property counseling includes assisting clients in the selection, clearance and enforcement of trademarks and securing copyright protection for creative works. Clients also look to Wendy to draft and negotiate domestic and international intellectual property and technology agreements, advising on corporate branding programs and portfolios, as well as on-line and print advertising and promotional campaigns and initiatives.

Wendy's entertainment law practice extends to a broad range of legal matters on behalf of writers, musicians, artists, and producers, including privacy and publicity rights and negotiating and preparing agreements for music, television, literary works, and multi-media projects.

She counsels clients with domain name disputes, and provides representation in opposition and cancellation proceedings before the Trademark Trial & Appeal Board. She also represents clients seeking copyright registrations in the U.S. Copyright Office and in copyright infringement matters.

EXPERIENCE

Technology Transfer and Multi-Media Licensing

Wendy is experienced in the acquisition and transfer of a variety of technologies and intangible assets on behalf of a variety of industries, including professional athletes, high-tech companies, health and natural resources organizations, professional entertainers, authors and publishers. Other industries include telecommunications service providers, information technology vendors and resellers, educational institutions, and merchandise manufacturers, marketers and distributors of a broad range of products.

Wendy's experience includes negotiating and drafting a variety of multi-media, e-commerce and traditional licensing agreements, including private label, sponsorship, endorsement and advertising agreements, strategic alliance contracts, collegiate license agreements, web development and ASP service agreements, and professional services agreements. She has also worked on Internet content assignment agreements, software license and subscription agreements, network license and maintenance

agreements, software development agreements, click wrap and shrink wrap agreements, beta test site license agreements, distribution and sub-agent agreements, joint venture agreements, employment, independent contractor (work for hire) and consulting agreements, non-disclosure, non-circumvent and non-compete agreements. Wendy's experience also includes IT systems agreements, trade secret and intellectual property license agreements, wholesale and reseller telecommunications provider co-location agreements, web site privacy policies, employee e-mail and web usage policies, technology transfer agreements, software escrow agreements, marketing representative agreements, linking agreements, co-branding agreements, Internet advertising agreements, and network site license agreements.

Copyright Registration and Enforcement

Wendy is experienced in securing and enforcing copyright registrations for a broad range of literary and musical works, computer programs, pictorial and graphic works and sound recordings, as well as drafting and negotiating transfers and licenses of copyrightable authorship.

Entertainment and Publishing Law

Wendy handles a variety of legal matters in the entertainment and publishing areas, including drafting agreements for the production and distribution of television programs, music videos and live performances; securing author and literary rights; and advising clients surrounding protection of celebrity, publicity and other proprietary rights. Wendy works all forms of music licensing, e.g., mechanical, synchronization, master recording, public performance, blanket licenses for a variety of industries, and has extensive experience working with the performance societies, music publishers, songwriters, unions and guilds.

Trademark and Domain Name Enforcement

Wendy has handled trademark infringement matters addressing affiliation and sponsorship confusion and dilution claims, as well as trademark infringement by domain names under the Federal Anti-Cybersquatting Act. She has handled numerous opposition and cancellation proceedings before the U.S. Patent and Trademark Office Trademark Trial and Appeal Board. proceedings under the Uniform Dispute Resolution Rules of Network Solutions Inc.

Domestic and International Trademark

Wendy is experienced in all aspects of domestic trademark prosecution, representing trademark clients in a wide range of industries, including computer products and services, sports training, association services and sporting equipment, nutritional supplement manufacturers and distributors, and advertising and branding companies. She has also worked with healthcare organizations, insurance companies, charitable education and relief organizations, e-commerce and information technologies vendors and resellers, online retailers, department stores, travel agencies, banking and financial institutions, telecommunications service providers and online multi-media providers and network systems providers. Wendy also assists

clients in securing trademark registrations around the world.

RECOGNITION

- *The Best Lawyers in America*® Copyright Law, 2016-2019; Technology Law, 2012-2019
- Martindale-Hubbell®, AV Preeminent® Rating
- Women of Influence Honoree, 2005, 2011

PROFESSIONAL AND CIVIC AFFILIATIONS

- American Bar Association, Member
Trademark Section
Copyright Section
Entertainment Section
- Colorado Bar Association, Member
Trademark Section
Copyright Section
Entertainment Section
- Brand Names Education Foundation, Committee Member
- El Paso County Bar Association, Member