



## RUSSELL C. PANGBORN

### PARTNER

#### EDUCATION

University of California –  
Hastings College of the Law  
J.D. 1994

Stanford University  
Psychology  
A.B. 1989

#### INDUSTRY GROUPS

Consumer Products & Services  
Electronics & Semiconductors  
Pharmaceuticals  
Software & Internet  
Telecommunications

#### SERVICES

Trademark  
Internet Policy  
Copyright  
Strategic Counseling  
IP Agreements & Licensing  
Trade Secrets  
IP Litigation & Enforcement

#### BAR ADMISSIONS

California  
Washington

#### COURT ADMISSIONS

U.S. District Court for the  
Central & Northern Districts  
of California

#### BACKGROUND

Russ specializes in trademark and technology law, including strategic trademark and copyright counseling, trade secrets, Internet policy, unfair competition, domain name strategy and disputes, trademark prosecution and maintenance, licensing, enforcement and litigation. He received his A.B. in Psychology from Stanford University and his J.D. from the University of California, Hastings College of the Law.

#### HONORS AND AWARDS

- Listed in *The Best Lawyers in America*®, 2018-2021
- *World Trademark Review* (WTR) Global Leaders, 2020
- *World Trademark Review* (WTR) 1000 – The World's Leading Trademark Professionals, Gold Band, 2017-2020
- *World IP Review* (WIPR) Leaders, 2017-2020
- Awarded with Lexology's Client Choice Award for Intellectual Property – Trademarks, 2018
- "50 Market Shapers," *World Trademark Review*, 2014
- "In House Counsel of the Year," *World Trademark Review*, 2012
- "Top 50 under 45," *IP Law & Business*, 2008

#### EXPERIENCE

Russ has been an intellectual property attorney for over 25 years, with 14 years of in-house experience at global technology leaders Microsoft Corporation and Intel Corporation. He served as the global head of trademarks at Microsoft, where he led a team of experienced trademark professionals in the strategic counseling of Microsoft's global businesses on all aspects of trademarks and Internet policy development. Russ also served as the manager of Microsoft's Copyright and Trade Secret group. Prior to Microsoft, Russ was a senior trademark attorney at Intel, where he managed a team responsible for the global policing of the Intel corporate brand. Previously, he also served as the CEO of Marksmen, and worked in private practice at a boutique IP law firm in Southern California. Russ is a frequent speaker at various IP association and CLE events, and is the co-founder of the annual McCarthy Symposium, "Trademark Law and Its Challenges."

#### AFFILIATIONS

Russ is admitted to the Washington State Bar, the California State Bar, the U.S. District Court-Central District of California, and the U.S. District Court-Northern District of California. He is active with the International Trademark Association (INTA), having served multiple terms on the Board of Directors for INTA and as a member of INTA's Executive Committee. Russ served as Vice President and Secretary of the organization, and has participated on numerous INTA committees. He is presently on INTA's Internet Committee.

Russ is active with ICANN (Internet Corporation for Assigned Names and Numbers), having served as a member of the Intellectual Property Constituency (IPC) and was a founding member of the Brand Registry Group. He also participated on the Implementation Recommendation Team (IRT) for ICANN.