



E. RUSSELL TARLETON

SENIOR PARTNER

EDUCATION

University of Utah
J.D. 1986

University of Washington
Electrical Engineering
M.S. 1998

Utah State University
Aeronautics
B.S. 1982

INDUSTRY GROUPS

Consumer Products & Services
Electrical Engineering
Electronics & Semiconductors
Medical Devices
Nanotechnology
Software & Internet
Telecommunications

SERVICES

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

BAR ADMISSIONS

Utah
Washington
United States Patent
and Trademark Office

BACKGROUND

Russ Tarleton has assisted clients in the procurement and enforcement of patents, trademarks, and copyrights for almost 30 years. He received a B.S. in Aeronautics (*cum laude*) from Utah State University (1982) and was awarded his J.D. by the University of Utah (1986). Russ received his Master's Degree in Electrical Engineering from the University of Washington (1998).

HONORS AND AWARDS

- *The Best Lawyers in America*® Lawyer of the Year - Trademark Law, 2021
- Listed in *The Best Lawyers in America*®, 2018-20210
- Awarded with Lexology's Client Choice Award for Intellectual Property – Trademarks Washington, 2015

EXPERIENCE

Russ received the Client Choice Award 2015 for Intellectual Property – Trademarks for the state of Washington. Established in 2005, Client Choice recognizes those law firms and partners around the world that stand apart for the excellent client care they provide and the quality of their service. The criteria for this recognition focuses on an ability to add real value to clients' business above and beyond the other players in the market. In his litigation practice, Russ has argued before the Fifth Circuit Court of Appeals, which upheld dismissal of a trademark case in his client's favor. He has experience in over 110 Trademark Trial and Appeal Board proceedings. Russ' patent prosecution focuses on the electrical and electro-mechanical arts. He has is a Guest Lecturer on IP Law and Litigation at the University of Washington Paralegal Program. Before attending law school, Russ worked as a court reporter in federal and state court and as a technician with National Semiconductor maintaining microchip manufacturing equipment.

AFFILIATIONS

Russ is a member of the Utah State Bar (1992), the Washington State Bar (1987), and is registered to practice before the U.S. Patent and Trademark Office. His professional memberships include the American Bar Association, the American Intellectual Property Law Association, and the Washington State Patent Law Association. Russ contributes to his community through volunteer work, including Habitat for Humanity (Cambodia in 2010), and teaching at Cambodian Children's Fund facilities in Phnom Penh (2011). Russ was a Coach with Zino Society, assisting entrepreneurs in preparing competitive presentations to angel investors, and he is a former member of the Keiretsu Forum in Seattle.

PUBLICATIONS

Tarleton, E., Ashton, J., Trademark Predators – Can They Really Prey On The Public?, *Law360*, December 18, 2017.

Tarleton, E., Ashton, J., A Call To Arms: The Trademark Battle For 'Triggerpoint' *Law360*, March 17, 2017.