



## 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

#### INDUSTRIES

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

#### PRACTICES

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 over 35 years. 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.

Russ 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

- Listed in *The Best Lawyers in America*®, 2018-2023
- *The Best Lawyers in America*® Lawyer of the Year - Trademark Law, 2021
- Awarded with Lexology's Client Choice Award for Intellectual Property – Trademarks Washington, 2015

#### EXPERIENCE

Russ focuses his patent prosecution on the electrical and electro-mechanical arts. In his litigation practice, Russ has tried cases in the U.S. District Courts around the country, and he has handled appeals before the Fifth, Ninth, Tenth, and Federal Circuit Courts of Appeal, as well as participated in over 135 Trademark Trial and Appeal Board (TTAB) proceedings.

Russ has been selected to *The Best Lawyers in America*® each year since 2018. Additionally, in 2021, Russ was honored with *The Best Lawyers in America*® Lawyer of the Year Award for Trademark Law in Washington. He has also 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 worldwide for excellent client care and 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.

#### 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).

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## 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.