



Partner

Keli Sullivan



Keli Sullivan is a partner with Kelly IP, LLP in Washington, DC. Keli represents her clients in all aspects of trademark and copyright law, including portfolio management, licensing, and litigation. Keli is particularly experienced in the management of global trademark portfolios, providing filing and prosecution strategies in new and emerging technology areas, and working with start-ups. Keli uses her in-depth experience in U.S. trademark prosecution and enforcement, and extensive network of international firms to manage clearance, filing, prosecution, and enforcement of her client's trademark rights.

Keli also uses her past litigation experience before U.S. federal district and appellate courts to help her clients achieve the best outcome in trademark prosecution and enforcement. Since 2018, Keli has been an adjunct lecturer at the University of Iowa College of Law teaching a course on IP Advocacy.

Prior to joining Kelly IP, Keli was a partner at BakerHostetler in Washington, DC.

→ Contact Information

- (202) 559-1558
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→ Education

- University of Virginia School of Law, J.D., 2007
- George Mason University, B.A., cum laude, 2004

→ Bar and Court Admissions

- District of Columbia
- Virginia
- Iowa
- U.S. Court of Appeals, Federal Circuit
- U.S. Court of Appeals, Ninth Circuit
- U.S. Supreme Court

01. Highlights

- *Globefill Inc. v. Elements Spirits, Inc. and Kim Brandi* (9th Cir.).
Overturned jury verdict on the basis of attorney misconduct.
- *Globefill Inc. v. Elements Spirits, Inc. and Kim Brandi* (9th Cir.).
Overturned District Court decision to dismiss the case on the basis that trade dress was functional.
- *Cold War Museum, Inc. v. Cold War Air Museum Inc.* (Fed. Cir.).
Overturned TTAB decision to cancel the trademark COLD WAR MUSEUM and reinstated the registration for COLD WAR MUSEUM. The Court clarified that a registered trademark is presumed to be valid and the petitioner must rebut the evidence of acquired distinctiveness.
- *Trademark Portfolio Management*
Manages large international trademark portfolios, including nearly the entire trademark portfolio for a global diversified technology and industrial leader, manages all enforcement, and licensing needs globally.
- *Trademark Clearance*
Searched and Cleared thousands of trademarks on behalf of industrial, commercial and consumer brands around the world.
- *License Agreements*
Negotiate and draft intellectual property license agreements.

→ *Due Diligence*

Perform intellectual property and information technology due diligence on behalf of medical devices and energy companies.

02. Professional Recognition

- Asian Pacific Bar Association: Member Appreciation Award for Membership
- Washington, D.C., Super Lawyer "Rising Star" (2014-2016)

03. Affiliations

- Association of Intellectual Property Firms: Chair, Trademarks Committee (2020-2022); Vice Chair, Trademarks Committee (2018-2020);
- District of Columbia Bar Association: Vice Chair, DEIA Working Group (2021-present), DEIA Summit Project Group; Trademark Committee (2014-2015), Young Lawyers Committee Co-Vice Chair (2011-2014), CHIP Award Committee (2011)
- Bar Association of the District of Columbia: Trademarks Committee Chair (2013-2014)
- Intellectual Property Owners Association: Open-Source Committee: Vice Chair (2011-2012)
- Asian Pacific American Bar Association: Educational Fund: Board of Directors (2009-2011)
- American Bar Association: Intellectual Property Section, Annual Review of Intellectual Property Law Developments (2010)
- American Intellectual Property Law Association: Co-Chair, Women in IP Law, Leaders & Succession Subcommittee (2021-Present)
- International Trademark Association: Academic Committee (2022-present)
- University of Iowa College of Law Saul Lefkowitz Moot Court Team, Coach (2018-Present)

04. Publications

- Tips on Trademark Office Action Responses, Landslide Magazine, May/June 2020
- Discovery Tips Under the Amended TTAB Rules, Lexology, 2017
- Orphan Works at the Dawn of Digitization, Richmond Journal of Law & Technology, 2011.
- Supreme Court Amicus Brief on behalf of the Bar Association of District of Columbia in ABC, Inc. v. Aereo

05. Public Speaking

- Presenter, Protecting Nontraditional Trademarks under Trademark, Copyright, and Design Patent Law, Strafford, Webinar, March 2022
- Presenter, Significant Changes to U.S. Trademark Practice: The Trademark Modernization Act of 2020, Association of Intellectual Property Firms, Webinar, February 2022
- Presenter, Responding to Trademark Office Action: Raising Specimen Refusals, Disclaimer Requirements, Requests for Information, Domicile Address, and Suspension Inquiries, Strafford, Webinar, February 2022
- Presenter, Spring into (Office) Action: Dealing with and overcoming OA Refusals, AltLegalConnect 2021, Virtual, September 2021
- Presenter, Searching Trademarks, Trademark Bootcamp, American Intellectual Property Law Association, Virtual, August 2021
- Moderator and Presenter, Geographic Indications: A Tour Around the World, Association of Intellectual Property Firms, Webinar, July 2021
- Presenter, Responding to Trademark Office Action: Raising Specimen Refusals, Disclaimer Requirements, Requests for Information, Domicile Address, and Suspension Inquiries, Strafford, Webinar, February 2021
- "Best Practices for Responding to Trademark Office Actions," ABA June 2020
- Presenter, "Responding to Trademark Office Action: Assessing Response Alternatives and Persuading the Examiner," Strafford, January 2020.
- Moderator, "Beyond Words and Logos: Non-Traditional Trademarks Around the World," Association of Intellectual Property Firms, Webinar, November 2019.
- Presenter, "Demonstrating Use in Commerce for Trademark Applications," Strafford, October 2019.
- Presenter, "Responding to Trademark Office Action: Assessing Response Alternatives and Persuading the Examiner," Strafford, September 2018.
- Presenter, "Searching Trademarks, Trademark Bootcamp," American Intellectual Property Law Association, Crystal City, Virginia, June 2019.
- Presenter, "Responding to Trademark Office Action: Assessing Response Alternatives and Persuading the Examiner," Strafford, September 2018.
- Moderator, "Intellectual Property Enforcement in China," U.S. Patent and Trademark Office: China IP Roadshow, Iowa City, Iowa, August 2018.
- Presenter, "Searching Trademarks, Trademark Bootcamp," American Intellectual Property Law Association, Crystal City, Virginia, June 2018.
- Presenter, "Responding to Trademark Office Action: Assessing Response Alternatives and Persuading the Examiner," Strafford, November 2017.