



# Christopher Erickson



## PARTNER

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## LEGAL SERVICES

Intellectual Property Law

Entrepreneurial Services

Business & Corporate

Nonprofit Organizations

## EDUCATION

J.D., University of Oregon School of Law, 2001, Order of the Coif

B.S., University of Oregon, 1997

## BAR & COURT ADMISSIONS

Oregon State Bar

## AWARDS & RECOGNITION

**The Best Lawyers in America**  
2019-2022, Trademark Law

**Chambers USA: America's Leading Lawyers**  
2014, Recognized Practitioner – Intellectual Property

**World Trademark Review 1000**  
2018-2021, Leading Trademark Professional

## PROFESSIONAL MEMBERSHIPS

Multnomah Bar Association

INTA, International Trademark Association

## COMMUNITY INVOLVEMENT & ACTIVITIES

**International Trademark Association**  
2016-2017, Non-Traditional Marks Committee  
2014-2015, Nonprofit Organizations Committee

**Oregon Sports Authority**  
Board Member

**OSB Intellectual Property Section**  
Executive Committee Member

**Portland Business Alliance**  
Leadership Portland, Class of 2006

Chris focuses his practice on intellectual property matters. He helps companies register and protect their trademarks and service marks in the U.S. and throughout the world. Throughout the registration process, from trademark searches, filing, and through and after registration, Chris helps companies understand the intricacies of trademark law.

Chris also advises companies on the value and business impacts of intellectual property. With a focus on intellectual property and general business matters, Chris drafts and negotiates license agreements, technology and software purchase agreements, non-disclosure agreements, sponsorship agreements, and service agreements.

As a Portland native, Chris understands the value of community. Chris is an active member of the International Trademark Association (INTA). He is a regular attendee at the INTA Annual Meeting, and has hosted several Portland-area INTA roundtable discussions on trademark matters. He has been appointed to INTA's Non-Traditional Mark Committee for the 2016-17 term and was a member of INTA's Nonprofit Organizations Committee for the 2014-15 term.

In his leisure time, Chris enjoys traveling, sports, reading, and exploring the Pacific Northwest with his family.

## Representative Clients

Chris acts as trademark counsel for numerous companies, including the following local brands:

- ESCO
- Banfield Pet Hospital
- LAIKA
- OHSU
- The Standard
- Rogue Creamery

## Presentations & Publications

“Trademark Law Review Year-in-Review”, Oregon State Bar Intellectual Property Section, February 2020

“Trademark Protection in the Cannabis Industry,” October 2019

“Social Media and Websites – IP Pitfalls and Cautionary Tales,” September 2018

“IP Round Table for Startups,” November 2017

“Patents, Copyrights & Trademarks,” Portland Business Journal Biz503 Podcast, April 2017

“Website Law for Startups,” April 2016

“Brand Protection in the Transactional Context,” Association of Corporate Counsel – Oregon Chapter, September 2015

“Special Topics in Startup IP,” September 2015

“Trademark Law Review,” Intellectual Property Review – Updates & Changes from 2013, Oregon State Bar, February 2014

“Don’t Be Careless with a Brand,” Daily Journal of Commerce, July 2012

“Trademarks and Keyword Advertising Update,” IP Review, Oregon State Bar, January 2012

“Seven Ways to Identify and Protect a Company’s IP,” 50 Under 50, Oregon State Bar, November 2010

“Trademark Update,” Intellectual Property Law – A Year In Review, Oregon State Bar, February 2008

