

BARBARA ARNOLD*

Senior Trademark Advisor

Memphis Office

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Barbara has extensive experience as a Trademark Advisor, working with companies internationally to secure and maintain their brands.

PRACTICE AREAS AND INDUSTRY TEAMS

- Intellectual Property & Technology
- Intellectual Property

EXPERIENCE

- Developed trademark program that grew from 300 registrations to 6,800+ worldwide.
- Created a network of trademark attorneys and agents in over 200 countries.
- Complete restructuring of IP ownership and assignment of *all* trademark applications and registrations worldwide as part of Blackstone Group's acquisition of Hilton Hotels Corporation (now Hilton Worldwide, Inc.). Managed team that audited portfolios, prepared schedules and coordinated filings in a fast-paced, deadline-driven environment.
- Worked with international hotel developers to align trademark clearance and protection with a plan that increased the percentage of company's total pipeline outside the U.S. from 15% in 2007 to approximately 50% to date, and the percentage of company's rooms under construction outside the U.S. from 11% in 2007 to 72% to date.
- Consolidated two independent global trademark databases in the US and UK, and implemented a new, more robust trademark management system to meet the needs of a growing international company by giving business partners 24/7 access to company's trademark filings worldwide. Began process of transitioning to paperless program.
- Redesigned corporate accounts structure to improve legal budget forecasts for brand teams.
- Internal licensing expert to facilitate state gaming licensing process.
- Developed, coached, mentored and led trademark team collaboratively in a complex, multi-national practice and supported promotion-from-within to strengthen company results.

**Non-attorney Senior Trademark Advisor.*

DISTINCTIONS

- Director of Global Intellectual Property Administration, Hilton Worldwide, Inc.
- Distinguished Special Project Award, *Manual for the Trademark Paralegal*
- *Member*, Advisory Committee for the Paralegal Program, University of Memphis
- *Certified Paralegal (CP)*, National Association of Legal Assistants

ASSOCIATIONS

- International Trademark Association (INTA)
 - Member
 - Building Bridges Committee
 - Member, 2020-2022
 - Online Committee
 - Member, 2011-2012
- Greater Memphis Paralegal Alliance
 - Founding President
- National Association of Professional Women
 - Member

EDUCATION & HONORS

- University of Memphis, B.P.S., *summa cum laude*, Paralegal Services, 2001
 - Outstanding Legal Research Award
 - Outstanding Paralegal Student Award
 - Paralegal Scholastic Achievement Award for Legal Research & Writing
- University of Memphis, Paralegal Certificate, 1996 (ABA approved)

PAPERS, PRESENTATIONS & PUBLICATIONS

- Speaker, "Copyright & Trademark Infringement Issues on the Internet," Memphis Bar Association, September 2011.