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Adjunct Professor Joins Trademark Advisory Panel

FORT WORTH, Texas – Adjunct professor of law and Decker Jones attorney Jeff Storie is the newest member of the Trademark Public Advisory Committee (TPAC), a nine-member panel that advises the Director of the United States Patent and Trademark Office (USPTO) on operations and policy matters. TPAC also is charged with submitting an annual report to the President and key Congressional leaders on the state of the U. S. trademark system.

Storie has taught entertainment, intellectual property, and sports law at Texas Wesleyan University School of Law since 1998. He was voted Outstanding Adjunct Professor in 2001 by the Student Bar Association. He has also taught intellectual property and entertainment law concepts to undergraduate students at Dallas Baptist University's new School of Music Business.

Under Secretary of Commerce for Intellectual Property and USPTO Director Jon Dudas administered the oath of office to Storie on Feb. 4, during a brief ceremony at USPTO headquarters in Alexandria, Va.

Storie joins an elite group of trademark law practitioners and administrators serving on TPAC, including a former Deputy Commission of Trademarks, current and former corporate trademark counsel from top brands such as Kraft Foods, DuPont, Coca-Cola, and NBA Properties, and the Director of Intellectual Property for AIG, the world's largest group of insurance companies.

TPAC holds regular hearings at the USPTO each quarter to review the agency's \$2 billion budget, address intellectual property law and policy concerns, and provide input into ongoing efforts to automate USPTO systems and improve the quality of its examination processes.

"It is a great honor," Storie said. "Being able to contribute directly to the policy, management and operational decisions of the USPTO is quite a privilege, especially after having practiced before the Office for so long. TPAC provides a rare opportunity for popular input into our government. I can't image a more direct avenue to effect positive change."

Storie heads the Intellectual Property practice group at Decker Jones McMackin McClane Hall & Bates, P.C., one of Fort Worth's oldest business law firms. His practice is focused primarily on trademark clearance and prosecution, brand protection, entertainment law and intellectual property transactions. He holds a B.A. from Miami University (Ohio) in History and Economics, and received his J.D. from the Cumberland School of Law of Samford University. Storie is a member of the International Trademark Association, the American Intellectual Property Law Association, the Brand Protection Council of the American Apparel and Footwear Association and the International Anti-Counterfeiting Coalition (IACC). In October 2006, he co-chaired the IACC Annual Fall Conference, which brought to North Texas anti-piracy professionals from the world's most high-profile brands.

"We are very pleased that one of our own can be of service to the USPTO and its management," said Chuck Milliken, Decker Jones managing partner. "Jeff Storie will bring to the job the broad experience and

practical perspective of a private practice attorney, someone who has represented the intellectual property interests of a variety of parties ranging from multi-national corporations to small business owners.”

Storie was recruited in 1990 to begin development of an intellectual property practice at Decker Jones, the first Fort Worth-based, full-service business law firm to offer a complete suite of intellectual property services. In recent years, the firm has received considerable attention as a result of its success in trademark litigation and the fight against the counterfeiting of branded products. The firm’s Intellectual Property practice group manages a portfolio of trademark registrations covering more than 100 countries. The group’s Brand Protection Unit represents the Dallas Cowboys in their efforts to stop the production and sale of counterfeit Cowboys apparel and polices the Lone Star State for a number of the world’s most high profile brands.

Storie has been active in the development of the Texas music community throughout his legal career, having served as vice president of the Texas Music Association and as an associate editor of the Entertainment and Sports Law Journal of the State Bar of Texas. He is a member of the Intellectual Property Law Section of the State Bar of Texas and also served as a charter council member of its Entertainment and Sports Law Section.

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