



International Trademark Association
Panel of Neutrals

William A. Finkelstein
Steptoe & Johnson LLP

Professional Experience

Partner since 2000. From 1973 through 2000, Intellectual Property Counsel of PepsiCo, Inc., with worldwide responsibility for all trademark and copyright legal matters as well as related licensing, franchising, electronic commerce and marketing issues, for all divisions and subsidiaries.

Primary Practice Areas

Trademark, copyright, licensing, franchising and unfair competition.

Dispute Resolution Experience and Training

Mediator in trademark and trade dress disputes; participant as party counsel in mediations; CPR mediation training, 1994 and 2000; attendance at several CPR and Southern California Mediation Association programs; Author/Editor of *ADR in Trademark and Unfair Competition Disputes, A Practitioner's Guide*.

Selected Honors, Awards, Publications and/or Professional and Civic Associations

He is the recipient of the prestigious 2007 President's Award from the International Trademark Association, the preeminent global group representing the rights of brand owners. This is one of the highest honors given to intellectual property practitioners and signifies exceptional service to the trademark community and impactful contributions to trademark law.

In 2008, Bill was named one of the Top Ten Entertainment Intellectual Property attorneys in California by the Los Angeles and San Francisco Daily Journals. He has been selected for his expertise and excellence in trademark law each year since 2003 in "Who's Who Legal USA: Trademark Law."

President of the International Trademark Association from 1985 to 1986; served and participated on the INTA Board of Directors since 1980; numerous INTA officer and committee chair positions, including the Management, Finance and PTO Committees. Led the INTA Task Force on Alternative Dispute Resolution which created the CPR/INTA ADR Program. Founding member of the Trademark Review Commission, leading to the 1988 Trademark Law Revision Act. Member of the Department of Commerce's Public Advisory Committee for Trademark Affairs from 1979 to 1992. Governing Committee member of the American Bar Association Forum on Franchising; active on numerous ABA committees within the Intellectual Property Section, including Chair of the Franchising Committee, as well as within AIPLA and the International Franchise Association. Author of chapters in *The Franchise Trademark Handbook*, *Fundamentals of Franchising*, *Franchise Law Compliance Manual*, and *A Practical Guide For International Franchising*.



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Education

B.A., University of Virginia, 1967; J.D., Boston University School of Law, 1970; L.L.M. in Trade Regulation, New York University School of Law, 1978.

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