

## Alyssa M. Worsham

PARTNER

Trademark and  
Advertising  
Seattle

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### FOCUS AREAS

Advertising, Promotions,  
and Marketing

Artificial Intelligence and  
Machine Learning

Communications

Environmental, Social, and  
Governance

Litigation

Trademark and Advertising

### EXPERIENCE

Alyssa Worsham is a member of the firm's trademark and advertising team, which has been recognized in Chambers and Partners' USA and Global guides, as well as *World Trademark Review's WTR 1000*. She focuses on global strategic advice, litigation strategy, and transactional guidance for clients' trademarks, branding, and advertising in marketplaces where commercial and geographic lines are increasingly blurring. She helps clients assess the risk in selecting new business and product names, and works with them to build, exploit, and protect these names creatively and strategically. Alyssa advises on trademark disputes, domain name disputes, contests and sweepstakes, advertising review, right of publicity, social media issues, Telephone Consumer Protection Act (TCPA) compliance (i.e., the rules surrounding marketing texts and calls), FTC compliance and investigations, copyright, IP diligence, and associated commercial contracts. She works with software companies, biotech start-ups, cosmetics companies, fashion companies, life sciences and digital health companies, agro-tech companies, consumer products, non-profits, and game developers, among others. She advises founders, CEOs, GCs, IP specialists, and chief marketing officers on the critical issues surrounding brand creation, protection, and strategy.

Alyssa began her practice at Baker & McKenzie in Hanoi, Vietnam, where she advised major U.S. technology companies on foreign investment and telecommunications, privacy, and technology policies and reform in the region, and helped advocate for U.S. business interests in front of the Vietnamese government. Before her legal career, Alyssa worked as an editor, journalist, and food writer in New York and Vietnam. She is originally from Charleston, South Carolina.

### CREDENTIALS

#### Education

- J.D., University of Michigan Law School, 2009  
*Cum Laude*
- M.A., Journalism, New York University, 2003
- B.A., English Literature and Photography, New College of California, 2001

#### Associations and Memberships

- Chair, Subcommittee on Climate Change and Trademarks, INTA Emerging Issues Committee, 2024-present
- Strategic Advisor, Asia Society Seattle, 2024-present
- Member, International Trademark Association (INTA)
- Member, INTA Emerging Issues Committee, 2022-present
- Member, INTA Internet Committee, 2018-2022
- Supervising Attorney, University of Washington Law School, Entrepreneurial Law Clinic

#### Honors

- Recognized in the 2023-2026 editions of the *WTR 1000—The World's Leading Trademark Professionals*

## Admissions

- State Bar of New York
- State Bar of Washington

## CLIENTS

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### Select Clients

- Alloy Health
- Beyond Barriers
- BioTissue
- Carbon Health
- Cesium (Knowde)
- Chromacode
- Furtuna Skin
- Iambic Therapeutics
- Intermedia
- Kate Farms
- Lyft
- Metagenomi
- NanoString
- One Thousand Birds
- RxSight
- Scipher
- StrongDM
- Sunrun
- The Every Company
- UPSIDE Foods
- Vast Space
- Viracta
- Yalo

## INSIGHTS

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### Select Publications

- Co-author, “Federal Communications Commission Rules That AI-Generated Voices Are ‘Artificial’ Under the Telephone Consumer Protection Act,” *The Computer & Internet Lawyer*, February 13, 2024

### Select Speaking Engagements

- Presenter, “Navigating Telemarketing Practices and Compliance Under the TCPA” and “Strategies for Global Brand Expansion and Enforcement on Any Budget,” Association of Corporate Counsel San Francisco Bay Area, Marketing Meets Law: Your Guide to Compliance and Creativity CLE, Palo Alto, June 18, 2025
- Presenter, “Unlocking the Power of Branding: Elevate Your Life Sciences IP Strategy,” San Francisco Bay Area Chapter of the Association of Corporate Counsel, Life Sciences Conference, March 5, 2025
- Speaker, “Marketing 101: How to Counsel Your Marketing Department,” Association of Corporate Counsel San Francisco Bay Area CLE, Palo Alto and San Francisco, October 29-30, 2024
- Moderator, “An AI-Powered Future in Asia,” Asia Society Seattle - Executive Roundtable, July 24, 2024
- Hot Topics in Advertising for Cutting Edge Fashion, Beauty, and Entertainment Brands, Los Angeles, May 24, 2023
- Hot Topics in Advertising (in partnership with the NAD), San Francisco, March 14, 2023
- Regular Guest Speaker, “IP To-Go: Protecting Brands and Innovations,” Clubhouse App, 2021-2022
- Guest Lecturer, “How to Counsel Startups on Branding Issues,” University of Washington Law School, Entrepreneurial Law Clinic, April 24, 2020