

Alyssa M. Worsham

PARTNER

Trademark and
Advertising
Seattle

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FOCUS AREAS

Advertising, Promotions,
and Marketing

Artificial Intelligence and
Machine Learning

Environmental, Social, and
Governance

Litigation

Trademark and Advertising

EXPERIENCE

Alyssa Worsham 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 and 2024 editions of the *WTR 1000—The World's Leading Trademark Professionals*

Admissions

- State Bar of New York
- State Bar of Washington

CLIENTS

Select Clients

- Alloy Health
- Beyond Barriers
- Carbon Health
- Cesium (Knowde)
- Chromacode
- Corneagen
- Furtuna Skin
- Inspired Beauty Brands
- Intermedia
- Kate Farms
- Lyft
- Metagenomi
- NanoString
- Nuburu
- One Thousand Birds
- RxSight
- Scipher
- Sunrun
- TearLab
- The Every Company
- UPSIDE Foods
- Vast Space
- Velo3D
- Viracta
- Yalo

INSIGHTS

Select Speaking Engagements

- 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
- 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