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**WIPO LIST OF NEUTRALS**

**BIOGRAPHICAL DATA**

Steven L. SNYDER  
Senior Counsel  
United States of America



Nationality: American

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**EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS**

M.B.A., Xavier University, Cincinnati, Ohio, 2011 (*Beta Gamma Sigma* honorary society);  
J.D., (*summa cum laude*), University of Illinois, Urbana, Illinois, 1992;  
M.S., Journalism, University of Illinois, Urbana, Illinois, 1987;  
B.A., Communications, Antioch College, Yellow Springs, Ohio, 1981;  
Eberhard-Karl Universität Tübingen, West Germany, June 1979-80.

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**LANGUAGES**

English, German

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**PRESENT POSITION**

Senior Counsel with Jenkins Fenstermaker, PLLC.

Practices labor and employment law, general civil litigation, intellectual property law and alternative dispute resolution with Jenkins Fenstermaker, PLLC, a full-service firm in Huntington, West Virginia. Has worked for federal and state appellate courts, for one of the world's biggest corporations, and for large law firms.

Recognizes that clients would prefer to be focusing on their businesses, rather than on litigation.

Has a J.D., *summa cum laude*, from the University of Illinois, where was an Articles Editor on the Law Review. Has an M.B.A. from Xavier University, admitted to the Beta Gamma Sigma Honorary Society, an M.S. in Journalism from the University of Illinois, and a B.A. in Communications from Antioch

January 14, 2020

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College. While working as an in-house attorney for General Electric, earned "Green Belt" in the Six Sigma process improvement methodology. Studied abroad during junior year of college at Eberhard-Karls University in Tuebingen, Germany, and is proficient in German. Is an arbitrator with the American Arbitration Association and a long-time panelist for the World Intellectual Property Organization. Currently licensed to practice in Kentucky and West Virginia and has a license (currently inactive) from Ohio.

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### PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

**Assistant Disciplinary Counsel, Supreme Court of West Virginia**, Charleston, WV. Investigated complaints against judicial officers for presentation to the Judicial Investigation Commission, prosecuted charges against judges before the Judicial Hearing Board and the Supreme Court of Appeals, wrote advisory ethics opinions, conducted and supervised fatality review investigations and advised the state and regional fatality review teams. Served as special counsel to the Lawyers Disciplinary Board and investigated complaints and prosecuted cases against attorneys. 2013 – 2014.

**Of Counsel, Dinsmore & Shohl LLP**, Charleston, WV. Member of firm's litigation and labor & employment departments. Resolved UDRP disputes; defended clients in state and federal trial and appellate courts and in arbitration proceedings; represented clients before EEOC and state human rights agencies; reviewed and revised clients' policies and procedures; trained business leaders and employees. 2012 – 2013.

**Counsel, General Electric Company, Aviation Division**, Cincinnati, OH. Labor & Employment and Lead Privacy Counsel (2009 to 2012); Litigation & Preventive Law Counsel (2006 to 2009). Resolved UDRP disputes; defended company in arbitrations; supervised outside counsel; trained managers; helped devise worldwide privacy compliance program; and served as primary litigator for intellectual property disputes. 2006 – 2012.

**Partner, Wyatt, Tarrant & Combs, LLP**, Louisville, KY. Litigator and counselor for one of Kentucky's largest law firms. Member of firm's intellectual property and commercial litigation practice groups. Editor of firm's "Intellectual Property Report." Practice focused on trademark, trade secrets and copyright licensing, protection and litigation, Internet domain name disputes, as well as general commercial litigation. Responsible for maintaining worldwide trademark portfolio of several hundred trademarks. 1993-2006.

**Adjunct Professor, University of Louisville**, Louisville, KY. Designed and taught course in "Mass Communication Law" to undergraduates. 1995-1999.

**Law Clerk, Judge Harlington Wood, Jr., United States Court of Appeals for the Seventh Circuit**, Springfield, IL; Reviewed briefs, researched law, and in compliance with panel's decision drafted opinions for Seventh, Ninth and Tenth Circuits, 1992-1993;

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### AREAS OF SPECIALIZATION

Privacy, Trademark, Copyright, Trade Secret, Domain Names, Commercial litigation, Labor & Employment.

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### MEMBERSHIP IN PROFESSIONAL BODIES

American Arbitration Association;  
West Virginia Bar Association;  
Ohio Bar Association;  
Kentucky Bar Association.

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### EXPERIENCE IN INTELLECTUAL PROPERTY

- *Collector's Edge vs. Edge Interactive*, Opposition no. 107,996 (USPTO TTAB 2/02). Represented trademark owner before the United States Trademark Trial and Appeal Board and prevented registration of confusingly similar trademark;
- *In re "Junior Jockey Club"*, No. 75/409875 (USPTO TTAB). In ex parte appeal, persuaded the United States Trademark Trial and Appeal Board to reverse examining attorney's decision and to register trademark;
- *Royal Appliance Mfg. Co. v. AAF-McQuay Inc.*, Cancellation No. 29,230 (USPTO TTAB). Successfully represented AAF-McQuay Inc. in defeating Plaintiff's attempt to cancel the registration of AAF's DIRT DEMON trademark;
- *Churchill Downs Incorporated vs. Doug Dearen and Thoroughbred Traditions Inc.*, No. 3:02-CV-176-H (W.D. Ky.). Successfully represented Plaintiff Churchill Downs in trademark infringement, copyright infringement and trade secrets litigation;
  - *Metal Sales Manufacturing Corporation vs. Menard, Inc.*, No. NA 02-51-C B/H (S.D. Ind.). Successfully represented Plaintiff Metal Sales Manufacturing in trademark and copyright infringement litigation;
- *Time Warner Trade Publishing, Inc. v. Midwest Book Recycling, Inc.*, No. 1:99-CV-173M (W.D. Ky 2000). Represented Time Warner in copyright infringement action against multiple defendants who misappropriated books destined for recycling. Obtained temporary restraining order against all defendants and settlement awards from several defendants;
- *Lambing v. Hallmark Cards*, 49 U.S.P.Q.2d 1158 (6<sup>th</sup> Cir. 1998). Represented Hallmark in copyright infringement claim. Won summary judgment for Hallmark; judgment affirmed on appeal.

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### EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Domain Name Dispute Panelist, World Intellectual Property Organization, September 2002 - present. Arbitrate Internet domain name disputes pursuant to the Uniform Domain-Name Dispute Resolution Policy.

"Resolving Domain Name Disputes," Paper and presentation to the Louisville Bar Association, Louisville, Kentucky, May 16, 2001;

"Dotcom Litigation," Paper and presentation to the Third Annual Computer & Technology Law Institute, Lexington, Kentucky, Sponsored by the University of Kentucky College of Law, March 16, 2001.

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### MAJOR PUBLICATIONS

"Annual Review of Developments in Business and Corporate Litigation, Intellectual property developments from the U.S. Court of Appeals for the Sixth Circuit," ABA Section of Business Law (2005 and 2006 editions).

"A Temporary Guide to Sovereign Immunity Law in Kentucky," Bench & Bar, Kentucky Bar Association (July 2003).

"A Reporter's Guide to the Kentucky Open Meetings and Open Record Acts", Reporter's Committee for Freedom of the Press, 1997.

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"Movies and Product Placement: Is Hollywood Turning Films into Commercial Speech?",  
University of Illinois Law Review, 1992.

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### EXPERIENCE IN COURT LITIGATION

*C.R. Coal Co. and S. Employees' Association* (Arbitration 2013): Obtained dismissal of four individual grievances in labor arbitration; dispute centered on company's ability to layoff union employees with more seniority than those employees who were retained.

*S. vs. GE Aviation* (AAA 2010): Successfully defended company in employment discrimination arbitration proceeding (age and race) brought by former supervisor who was terminated for misconduct. Former employee had alleged both race and age discrimination.

*B. vs. GE Aviation* (AAA 2011). Obtained decision from arbitrator denying reinstatement to employee terminated for testing positive for alcohol. Employee had alleged company had no just cause for his termination and had discriminated against him because of his disability.

*Collins v. Hudson*, 48 S.W.3d 1 (Ky. 2001). Discovered that witness protection act was miscodified and that act as originally drafted precluded defendant's liability. On discretionary review by the Kentucky Supreme Court, obtained reversal of decision permitting plaintiff to prosecute claim against police for failure to protect confidential informant.

*Yanero v. Davis*, 65 S.W.3d 510 (Ky. 2001). Argued and briefed case to Kentucky Supreme Court regarding applicability of sovereign immunity to school boards and individual state employees.

*Bender's, Inc. v. Walker*, No. 99-5164, 2001 WL 45116 (6<sup>th</sup> Cir. 2001). Represented City of Louisville (first chair) in civil rights action alleging Fourth Amendment violations and pendent state claim of false imprisonment and outrage. Obtained directed verdict for the City which was affirmed on appeal.

*BGM Equipment Co. v. Reliance Electric Co., Inc.*, No. 3:97-CV-805C (W.D. Ky. 1998). Represented Reliance (first chair) in breach of contract and unjust enrichment dispute. Obtained favorable settlement for Reliance on its counterclaim after delivering opening argument to jury.

*Royles v. City of Louisville*, No. 97-CA-001145-MR, Ky. Ct. App. 1998. Represented City of Louisville (second chair) in negligence action involving police pursuit. Obtained directed verdict for client; judgment affirmed on appeal.

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### PROFESSIONAL TRAINING IN MEDIATION

Just Solutions Mediation Training Seminar, Louisville, Kentucky Fall, 1994.

American Arbitration Association, Atlanta, Georgia, March 26-27, 2013: "Arbitration Fundamentals and Best Practices for New AAA Arbitrators".

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### EXPERIENCE IN MEDIATION

Has participated in numerous mediations over the last 22 years concerning trademark infringement disputes, labor and employment, commercial litigation, civil rights claims, and breach of contract disputes.

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**MEDIATION EXPERIENCE**

**SUMMARY TABLE**

Type	Administering Institution		Role	
	Name	Number of Mediations	Mediator	Counsel
International Mediations				
	Ad hoc			
Number of cases: sub-total				
Domestic Mediations (Estimates)	AAA			
	Various individuals	40		Counsel
	Court-annexed			
	Ad Hoc			
Number of cases: sub-total				
<b>TOTAL</b>		<b>40</b>		