

## People

## Annie Allison

Partner

New York

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vCard

Annie Allison brings more than a decade of experience advising clients on the development, protection, and commercialization of intellectual property, with a focus on brand-driven businesses across media, entertainment, sports, fashion, technology, and consumer products. She is known for delivering clear, commercially grounded advice that helps clients navigate complex trademark, copyright, and related matters in an increasingly digital and content-focused environment.

Annie's practice encompasses key areas of brand management, including trademark clearance, prosecution, global portfolio management, and enforcement. She represents clients in disputes and proceedings before the Trademark Trial and Appeal Board and advises on intellectual property considerations in mergers and acquisitions, corporate transactions, and due diligence. She also regularly negotiates and structures a wide range of intellectual property and commercial agreements, including brand and music licensing, content distribution and streaming arrangements, software development and licensing agreements, and services agreements, as well as television and film rights, option agreements, merchandising programs, and rights of publicity.

Drawing on her prior experience as a television news producer and reporter, Annie brings a practical, industry-informed perspective to her work. She also counsels clients on advertising, social media, privacy, and consumer protection matters, helping them address evolving regulatory requirements while supporting brand growth.

### Related Professional Experience

- University of Washington School of Law Entrepreneurial Law Clinic, Rule 9 Attorney; USPTO Trademark Clinic, 2013–2014
- Washington State Office of the Attorney General, Antitrust Division, Legal Extern, 2013

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### Areas of Experience

Trademarks  
Sports and Entertainment Law  
Copyrights  
Internet Law  
Intellectual Property  
Intellectual Property Licensing  
Intellectual Property Litigation  
Intellectual Property Transactions and Due Diligence

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### Education

LL.M., University of Washington School of Law, Intellectual Property Law, 2017  
J.D., University of Washington School of Law, 2014, *Washington Journal of Law, Technology & Arts*, Editorial Board Member  
B.A., Brigham Young University, 2002

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### Admissions

#### Bars

New York  
Washington

#### Courts

U.S. District Court, Western District of Washington

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### Related Content

Akerman Expands Intellectual Property Bench with Addition of Partners Erin Hennessy and Annie Allison in New York  
April 30, 2026

- Second Judicial District Court of Nevada (Washoe County),  
Judicial Assistant, 2006–2011

## Published Work and Lectures

- *Westlaw Today*, Author, “U.S. Copyright Office Issues Highly Anticipated Report on Copyrightability of AI-Generated Works,” April 2, 2025
- *AdAge*, Co-Author, “Rebrands and redesigns— How Marketers Can Protect Their IP During a Refresh,” October 30, 2024
- *Law360*, Author, “Trademark Food For Thought When Rebranding,” October 28, 2024
- *Brave New Coin*, Co-Author, “Ferreting Out Fakers: How Cryptocurrency Companies Can Protect Their Brands in Cyberspace,” October 10, 2022
- *The Intellectual Property Strategist*, Author, “Hey! That’s My Move! Copyright, Fortnite and the Ability to Protect How You Shake Your Groove Thing,” May 2019
- PLI’s Technotainment, Presenter, “Social Media Issues in Technotainment,” 2017
- *Corporate Counsel*, Author, “Supreme Court to Slants: ‘Rock On!’ Trademark Ban on Offensive Trademarks Held Unconstitutional,” July 2017

## Affiliations

- International Trademark Association
  - Anticounterfeiting Committee, Member, 2025-Present
  - Young Practitioners Committee, Digital Events Subcommittee Chair, 2022-2025
  - Pro Bono Volunteer Attorney, 2020-Present
- Intellectual Property Owners Association
  - Anticounterfeiting Committee, Member, 2025-Present
  - U.S. Trademark Committee, Member, 2017-2020
- New York City Bar Association
  - Entertainment Law Committee, Member, 2022-2023
  - Copyright Law Committee, Member, 2022-2024
- Washoe County CASA, Board of Directors, 2007-2013

## Honors and Distinctions

- *Best Lawyers*, 2023–2026, Listed in New York as “One to Watch” for Corporate Law and Intellectual Property Law
- *Thompson Reuters*, 2017-2020, 2023, Listed Among Washington Super Lawyers IP Rising Stars