

Allison (Haugen) Bickford

ASSOCIATE

Milwaukee

t. (414) 277-5607

allison.bickford@quarles.com



About Allison

Intellectual property guidance across a vast range of industries

Allison Bickford focuses on intellectual property (IP) with an emphasis on trademarks, copyrights and trademark litigation. She helps clients protect their IP assets throughout the world, guiding the execution of global trademark filing and enforcement strategies for clients across diverse industries, including:

- **Consumer products**
- **Technology**
- **Retail**
- **Food and beverage**

Allison has additional experience guiding clients on acquiring IP in various mergers, acquisitions and other strategic transactions. She is also responsible for drafting settlement, coexistence, licensing and assignment agreements, enabling her to steer clients through various negotiations pertaining to their valuable IP assets.

Her extensive experience navigating diverse proceedings, such as opposition and cancellation actions in front of the Trademark Trial and Appeal Board, UDRP proceedings before WIPO and The Forum and in litigation in federal courts across the country, helps her guide clients through available enforcement avenues with a mind toward growing their portfolios to bolster clients' positions in such proceedings.

Education and Honors

The Ohio State University
Moritz College of Law (J.D.,
magna cum laude, 2016)

University of Wisconsin -
Madison (2011)

Bar Admissions

Wisconsin

Ohio

Colorado





Capabilities

Intellectual Property

Intellectual Property Litigation

Trademark

Professional & Civic Activities

- Honorable Judge Jeffrey Sutton of the United States Court of Appeals for the Sixth Circuit, extern (2015)

