

## Anne Haring Hocking

80 E. Sir Francis Drake Boulevard  
Suite 3E  
Larkspur, CA 94939  
(415) 381-4161  
ahocking@donahue.com



## Practice Areas

- Intellectual Property
- Litigation



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## Overview

Anne Haring Hocking specializes in domestic and international trademark and copyright law. With an LLM in international law, Anne is a noted authority in international trademark filing and enforcement, copyright protection, and comparative law.

She has represented Dr. Martens for decades, handling domestic trademark and copyright filings along with trademark cancellations and oppositions. Other global clients include Boisset wines, Raymond, De Loach, JCB and Buena Vistas, ASV, Rutherford Hills, Organic Girl, Japan Tobacco, SF Deluxe, TiVo and HUF. She created and implemented the first strategy for worldwide filings of Wikimedia project names and logos.

As a litigator, Anne has represented clients in the footwear, publishing, wine, collectibles, headset and skateboarding markets, in [trademark and copyright infringement](#) cases in all US District Courts of California. In addition to federal court, she represents clients before the Trademark Trial and Appeals Board and UDRP proceedings, strategically leveraging each forum to achieve the best results for her clients. A particularly broad-spectrum enforcement against a pirate of Thrasher Magazine involved successful UDRP proceedings, coupled with cancellation proceedings in Spain and the EU, which resulted in full surrender of the pirated domain names and trademark registrations.

Her specialization in copyright law has assisted numerous authors, including Edward Brown and Brother David Steindl Rast. She advises The Foundation for a Course in Miracles, numerous software developers and publishers including StorageCraft, Tradeshift and Alinda Capital and companies in copyright industries such as Catstudio, and calendar notecard publisher Portal Publications.

## **Professional**

Anne was an adjunct professor of Trademark, Copyright, and International Intellectual Property Law at Golden Gate University in San Francisco and Bangkok for decades.

She is the chair of the Practising Law Institute's seminar, Fundamentals of Trademark Law in the Global Marketplace. Noted for her scholarship and practical advice, several of her papers have been published in publications such as *American Jurisprudence* and the *Golden Gate University Law Review*, and the *Trademark Reporter*®.

Leadership positions include Chair of the State Bar of California Intellectual Property Section, and Chair of the Council of Chairs, President of the San Francisco Intellectual Property Law Association and Editor of the *Trademark Reporter*, the professional publication of the International Trademark Law Association.

## **Professional & Community Affiliations**

- Volunteer, Zen Hospice Project
- Mentor, Tech Women
- Board Member, A Network for Grateful Living

## Bar Admissions

- California

## Education

- **LL.M.**, Golden Gate University, 2006
- **J.D.**, University of California, Hastings College of the Law, 1979
- **B.A.**, Reed College, *Phi Beta Kappa*, 1973

## Recent Articles/News

- [Donahue Fitzgerald Recognized in the World Trademark Review's 2020 WTR 1000 Ranking](#), February 13, 2020
- [The Bounds of the Work for Hire Doctrine](#), *The North Bay Business Journal*, 2018 Legal and Accounting Guide
- [Hidden Assets: Licensing Your Company's Trademarks](#), *2017 Legal & Accounting Resource Guide*, North Bay Business Journal, August 28, 2017
- [Supreme Court Rules Trademark Disparagement Provision Unconstitutional](#)
- [Protecting your Brand – Inception to Global Market](#), *The North Bay Business Journal*, 2016 Legal and Accounting Guide
- [Why Louboutin Matters: What Red Soles Teach Us About the Strategy of Trade Dress Protection](#), *Trademark Reporter®*, International Trademark Association, 105, 6, November/December 2015

## Past Articles/News

- "Selected Liability Issues: Social Networks and Blogs," *The Computer & Internet Lawyer*, vol. 26, January 2009
- "Does Information Really Want to be Free?" Gothenburg Film Festival, 2006
- "What's New in the Neighborhood – The Export of the DMCA in PostTRIPS FTA's," *International & Comparative Law Journal*, Golden Gate University, 2005
- "Fair Use And TRIPS: Too Much of a Good Thing?" Copyright Law Society of the U.S., January Midwinter Meeting, 2004
- "Content and Control", *The Recorder*, 1995
- "Proof of Monetary Recovery for Trademark Infringement"
- "Copyright Infringement of Literary Works"
- "Proof of Distinctiveness and Secondary Meaning"

- “Extraordinary Remedies for Copyright Infringement” Am Jur 3d., Proof of Facts, 1992, 1993, 1994
- “Reserving Trademarks – A First for the U.S. – A Preview of Procedures Under the Trademark Law Revision Act of 1988,” New Matter, 1989
- Advising California Partnerships, published by C.E.B. (2d Ed. 1988) Chapter
- “Partnership Names”
- “Copyright Protection for Software,” Barrister Law Journal, 1985
- Constitutional Law Review: Supreme Court, October 1977 Term
- “Equal Protection,” 6 *Hastings Constitutional Law Quarterly*, 1978

## Recent Speaking Engagements

- July 09, 2019, Fundamentals of Trademark Law in the Global Marketplace 2019 , Practising Law Institute (PLI), San Francisco, CA
- July 10, 2018, Fundamentals of Trademark Law in the Global Marketplace 2018 , Practising Law Institute (PLI), San Francisco, CA
- October 23, 2017, Intellectual Property Law Institute 2017 , Practising Law Institute, San Francisco, CA
- June 23, 2017, What Every Successful Creator Needs to Know About Copyright , VidCon, Anaheim, CA
- October 24, 2016, Recent Developments in Fair Use & Transformative Use , San Francisco, CA
- October 13, 2016, Trademark Fundamentals , Oakland, California
- October 19, 2015, Anticounterfeiting , Practical Law Institute, New York, NY

## Past Speaking Engagements

- PLI, Intellectual Property Law Institute, various years
- “Selected Liability Issues, Social Networks and Blogs (2008)
- “Protecting Your Intellectual Property Assets”
- Navigating Trademark Trial and Appeal Board Practice(2000)
- INTA TTAB Practice for Novices Forum (2000)
- Insight Information, “Sixth Complete Course on Negotiating and Drafting Licensing Agreements: Maximize the
- Value of Your Intellectual Property Assets” (2000)
- PLI, Program Chair, “Understanding Basic Trademark Law” (1994-2008)
- International Trademark Law Association, Panel Moderator for Hospitality Industry Issues (1999)
- Panelist, Work for Hire Seminar, Law Seminars Institute (1999)
- Sunnyvale Center for Innovation, Invention and Ideas Washington & the West Seminar (1998, 1996, 1994)
- “Geographic Misdescriptiveness”; PLI’s Fifth Annual Institute for Intellectual Property law (1999)
- “Functionality in Trade Dress Protection”; PLI’s Fourth Annual Institute for Intellectual Property Law (1998)
- “An International Perspective on Trade Dress Protection”; PLI’s Third Annual Institute for Intellectual

Property Law (1997)

- “Multimedia Licensing”; PLI, Chair of Program, Computer Software Protection Seminar (1997)
- “Copyright Law: Still the Most Predictable Protection for Software”; PLI’s Second Annual Institute for Intellectual Property Law (1996)
- “Trademarks and the Internet”; PLI, Chair of Program, Understanding Basic Trademark Law Seminar (1996)
- “Principles of Trademark Law”; PLI, Advanced Copyright Law Seminar (1995)
- “Enforcement of U.S. Copyright Rights Outside the U.S.”; CEB “Introduction to Trademark Law” (1995)
- Bar Association of San Francisco, Software Licensing Institute Panelist (1995)
- U.C. Berkeley Worldwide Extension, Professor of Trademark and Copyright for P.R.C. Lecture Series (1995)