

Tracie R. Siddiqui

Trademark Of Counsel

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Services

Intellectual Property
Trademark, Copyright &
Advertising
Brand Licensing & Related
Transactions
Clearance & Portfolio Management
Market Protection - Opinions &
Dispute Avoidance
Online & Digital Enforcement

Industries

Retail & Consumer Goods
Media & Entertainment

Tracie Siddiqui focuses her practice on domestic and international trademark counseling, transactions, and portfolio management. She advises on worldwide branding strategies, the protection and enforcement of intellectual property rights, and strategies for mitigating risk for clients ranging from *Fortune* 500 companies to small non-profit organizations.

Tracie began her career as a summer associate and then an associate in the firm's Trademark and Copyright practice. She left the firm to work in-house as Vice President and Senior Counsel for Global Intellectual Property at an international hospitality company where she managed trademark transactional and enforcement matters for its well-known hotel brands around the world. She then worked as an Attorney Advisor in the Intellectual Property Enforcement Branch at U.S. Customs and Border Protection where her practice focused on anti-counterfeiting. Prior to rejoining the firm in 2025, she taught law students enrolled in the American University Washington College of Law Glushko-Samuelson Intellectual Property Law Clinic.

Tracie was recognized as a Washington, D.C. "Rising Star" in 2018 and the five years immediately preceding for Intellectual Property by *Super Lawyers* magazine. She was one of DCA Live's 2020 Top Corporate Counsel.

Experience

Provides counsel to a multinational hospitality company related to international and domestic trademark portfolio management, enforcement, and license and license-recordal matters.

Represented the world's leading manufacturer of home furnishings, working closely with in-house counsel, and advised on all aspects of intellectual property and marketing strategies, including design protection and enforcement, anti-piracy, and licensing.

Represented a leading footwear and apparel manufacturer in trademark litigation and enforcement work.

Provided extensive trademark counseling to a large non-profit humanitarian organization, including managing the organization's domestic and international trademark portfolio, and representing the organization in domestic oppositions at the Trademark Trial and Appeal Board.

Education

Georgetown University Law Center J.D. (2007) *cum laude*

University of Oklahoma, Honors College B.A., Letters (2004) Minors in French and Middle Eastern Studies, *summa cum laude*

Admissions

District of Columbia (2009)