

# Snell & Wilmer

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## **J. Damon Ashcraft**

Partner | Phoenix

Tel. 602.382.6389

[dashcraft@swlaw.com](mailto:dashcraft@swlaw.com)

### **Main Bio**

Damon Ashcraft assists clients in identifying, protecting, and maximizing the value of their intellectual property. In that regard, he has experience conducting intellectual property audits, preparing patent and trademark applications, preparing intellectual property and software license agreements, and handling various intellectual property litigation matters, including actions for patent infringement. Damon has a keen understanding of the needs of emerging companies and is often called upon to identify and protect and monetize a company's intellectual property assets. Further, Damon often is called upon to provide training to clients' employees in identifying valuable intellectual property.

As a registered patent attorney, Damon prepares and prosecutes patent applications in the biotechnology, medical device, electronics, software and business method areas, and manages numerous global patent portfolios. His technical experience includes medical devices, software, microbiology, optics, pumps, heaters, ultrasound, semiconductors, wireless devices, software and circuitry.

Damon has experience in domestic and foreign trademark registration and currently manages numerous trademark portfolios. Further, he enforces and defends clients' trademark rights before the Trademark Trial and Appeal Board and in various federal and state courts. Damon has represented trademark owners in numerous domain name disputes resolved by the Universal Domain Name Dispute Resolution Policy, or "UDRP." Damon is also familiar with other rights protection mechanisms available to stop infringement online including the Uniform Rapid Suspension or "URS," the trademark clearinghouse, and ICANN's new gTLD program.

He also negotiates intellectual property and software assignments, license agreements, material transfer agreements and research development agreements. Damon's practice further includes assisting clients in handling intellectual property transfer and due diligence during mergers and acquisitions. His experience with mergers and acquisitions include serving as the principal intellectual property attorney on deals valued in the range of twenty-five million dollars to over eight hundred million dollars.

Damon is a frequent speaker on various intellectual property topics and has authored and co-authored various articles. He is also an active leader within the International Trademark Association ("INTA") and the Intellectual Property Constituency (IPC) of Internet Corporation of Assigned Names and Numbers (ICANN) which has a significant role in Internet governance.

As part of his role with ICANN, Damon served as the Chair of ICANN's Nominating Committee (NomCom) in 2018-2019 which appoints 50% of ICANN's Board of Directors and other key leadership positions within ICANN. Previously, Damon served as Chair-Elect to the NomCom and represented the Intellectual Property Constituency as its delegate to the NomCom. These roles have given Damon a unique insight and experience with respect to Internet Governance.

## Education

- University of Dayton School of Law (J.D., 2002)
  - Top 20% of Law School Class
  - CALI Award for Highest Grade in Class (Corporations)
- University of Dayton, Dayton, Ohio (B.S., Biology, 1999)
  - Dean's List

## Professional Memberships & Activities

- ICANN Nominating Committee
  - Chair (2018-2019)
  - Chair Elect (2017-2018)
- Delegate (2016-2017)
- Intellectual Property Constituency
  - Delegate to ICANN's NomCom (2016-2017)
- American Intellectual Property Law Association
- International Trademark Association
  - Data Rights Protection Committee (2017-Present)
  - Internet Committee
    - Future of IP on the Internet and at ICANN Subcommittee, Chair (2016-2017)
    - Internet Governance and Contracts Subcommittee, Chair (2014-2015)
    - Governance Subcommittee, Member (2010-2014)
    - Member (2010-2017)
- Arizona Bar Association
- Missouri Bar Association
- Illinois Bar Association
- Maricopa County Bar Association

## Representative Presentations & Publications

- "Business Importance of Trademarks," Co-Presenter, Snell and Wilmer, Phoenix, Arizona (2019)
- "How to Prepare Your Business for 2019," Co-Presenter, Emerging Business Seminar Series, Snell & Wilmer, Scottsdale, Arizona (2019)
- "[High Stakes](#)," Co-Author, Intellectual Property Magazine (January 29, 2018)
- "How to Prepare Your Business for 2018," Co-Presenter, Emerging Business Seminar Series, Snell &

Wilmer, Scottsdale, Arizona (2018)

- "Global Dreams Intellectual Property—Going Global," Presenter, SBDC Maricopa County Community College, Phoenix, Arizona (2017)
- "How to Prepare Your Business for 2017," Co-Presenter, Emerging Business Seminar Series, Snell & Wilmer, Scottsdale, Arizona (2017)
- "[The Big Internet Transition and the New Opportunities for Your Business](#)," Author, Corporate Counsel (October 28, 2016)
- "How to Prepare Your Business for 2016," Co-Presenter, Emerging Business Seminar Series, Snell & Wilmer, Scottsdale, Arizona (2016)
- "How to Prepare Your Business for 2015," Co-Presenter, Emerging Business Seminar Series, Snell & Wilmer, Scottsdale, Arizona (2015)
- "Intellectual Property Overview and Training Seminar," Presenter, Private Client Presentation, Scottsdale, Arizona (2014)
- "How to Prepare Your Business for 2014," Co-Presenter, Emerging Business Seminar Series, Snell & Wilmer, Scottsdale, Arizona (2014)
- "[On a Collision Course: How Domain Name Collision Could be Your Biggest Security Threat](#)," Author, Snell & Wilmer Legal Alert (2014)
- "How to Prepare Your Business for 2013," Co-Presenter, Emerging Business Seminar Series, Snell & Wilmer, Scottsdale, Arizona (2013)
- "Patent Strategies: How to Turn Patents Into Profits," Presenter, Maricopa Community College Small Business Development Center, Phoenix, Arizona (2012)
- "Protecting Intellectual Property Rights in Software," Presenter, iOS Developers' Group, Phoenix, Arizona (2012)
- "How to Prepare Your Business for 2012," Co-Presenter, Emerging Business Seminar Series, Snell & Wilmer, Phoenix, Arizona (2012)
- "Protecting Your Inventions in China—Considerations Related to Chinese Patent Law," Co-Author, Global Connection (2011)
- "Intellectual Property Protection in China," Co-Presenter, Snell & Wilmer (2011)
- "Colors, Shapes, Sounds, and Smells, It's Not Just a Name Anymore, Speaker, 'Work and Play' presentation," Snell & Wilmer, Denver, Colorado (2010)
- "Intellectual Property Law Update," Speaker, Snell & Wilmer, Denver, Colorado (2010)
- "Making Your Mark-Tips for Identifying, Adopting, and Protecting a Trademark, Co-Author (2010)
- "Intellectual Property and Technology Transfer," Speaker, Eller College of Management at The University of Arizona Professional Science Master's Program, Tucson, Arizona (2009)
- "Intellectual Property Licensing: Forging Relationships to Create Opportunities and Maximize Results," Speaker, Arizona Center for Innovation in Tucson, Arizona (2008)
- "Trademark Practice and Tips," Speaker, Snell & Wilmer (2008)
- "Annual Review of Developments in Business and Corporate Litigation," Contributing Author, American Bar Association, Intellectual Property Chapter (2008)
- "Intellectual Property and Technology Transfer," Speaker, University of Arizona Professional Science Master's Program (2007)

- "Legal Issues in Advertising and Marketing," Moderator, The International Trademark Association's roundtable discussion (2007)
- "Strategies for Protecting Innovations and Brand Assets," Speaker, Arizona Product Development and Management Association (2006)
- "Computers and the Law and Intellectual Property for Computer Scientists," Numerous lectures, University of Missouri (2002-2004)

## Community Involvement

- Arizona Bar Foundation Board of Directors
  - Vice President (Present)
  - Member (2017)
- Epiphany Lutheran Church Board of Ministries
  - President (2009-2010)
  - President-Elect (2008-2009)
- Whitewing at Krueger Homeowners' Association
  - Director (2017-Present)
- Avalon at Dobson Crossings Homeowners' Association
  - President (2014-2016)
  - Vice President, Treasurer (2010-2013)
  - Secretary (2009)
- Habitat for Humanity
  - Volunteer and Build Coalition Organizer (2007-2018)
- Snell & Wilmer Community Involvement Committee
  - Member (2012-Present)

## Other Professional Experience

- Etherton Law Group, LLC, Associate, Phoenix, AZ
- Greensfelder, Hemker and Gale, P.C., Associate, St. Louis, MO
- Jacox, Meckstroth and Jenkins, Patent Attorneys, Law Clerk, Dayton, OH
- The United States Patent and Trademark Office, Intern, Arlington, VA

## Bar Admissions

- Arizona
- Illinois
- Missouri
- United States Patent and Trademark Office

## Court Admissions

- Supreme Court of Arizona
- Supreme Court of Illinois
- Supreme Court of Missouri

- United States District Court, District of Arizona
- United States District Court, Eastern District of Missouri