

Snell & Wilmer



Gabrielle M. Morlock

Associate | Tucson

Tel. 520.882.1251

gmorlock@swlaw.com

Main Bio

Gabrielle Morlock's intellectual property practice is concentrated in intellectual property counseling, intellectual property commercial transactions and trademark and copyright prosecution, as well as trade secret protection. Gabrielle assists clients in a multitude of industries such as those in defense, software, finance, apparel, photography, podcasts, book publishing, entertainment, event venues, toys, video games, food and beverage, among others. She has counseled numerous clients worldwide, from start-ups to middle market and large cap companies, in intellectual property matters. She assists clients in identifying, protecting, and maximizing the value of their intellectual property. She advises clients on intellectual property protection and handles various aspects of related transactional matters, including licensing, confidentiality, research & development agreements, SaaS agreements and related policies and transactions. Her practice also includes assisting clients in handling intellectual property transfers and due diligence during mergers and acquisitions.

Gabrielle has experience in domestic and foreign trademark registration. Further, she enforces and defends clients' trademark rights before the Trademark Trial and Appeal Board and in various federal and state courts. Gabrielle has represented trademark owners in numerous domain name disputes resolved by the Universal Domain Name Dispute Resolution Policy (UDRP). Gabrielle also advises clients on various matters involving government and defense contracts such as IP protection requirements throughout the SBIR/STTR process, including data rights protections, and FAR and DFARS compliance.

Representative Experience

IP Counseling

- Managed extensive IP portfolio for large financial exchange company. Created strategies for overall trademark protections, branding and enforcement actions.
- Represented US cloud-based software company in protecting its software code and related intellectual property through copyright filings. Assisted in IP recordation and preparation of IP agreements related to company acquisition.
- Assisted multiple companies in the worldwide assignment/recordation of assignment of intellectual property rights.
- Assisted software companies in the creation of various agreements to include Software as a Service (SaaS) agreements, Website Terms of Use and Privacy Policies, software End User License Agreements, and other commercial software licenses with third parties.
- Represent various types of companies in worldwide trademark prosecution matters.

- Represented national sports and recreational apparel company in its license reseller agreements, ensuring intellectual property protection and enforcement.
- Assisted companies in various employee and contractor related agreements pertaining to confidentiality and intellectual property ownership.

IP Rights Enforcement

- Managed defenses and negotiated settlements to trademark infringement claims on behalf of fashion companies, online-service companies, online retailers, and others.
- Managed large international trademark portfolio, initiating domain name enforcement actions, and preparing and filing World Intellectual Property Organization (WIPO) and Universal Domain Name Dispute Resolution Policy (UDRP) actions against infringers.
- Represented multiple nationally-recognized brand owners in opposition/cancellation matters before the Trademark Trial and Appeal Board (TTAB).
- Conducted multiple internet take down actions against registrants of infringing websites, and infringing content on online retail platforms and social media.

Government Contracts – Data Rights

- Represented automated integration software company in the protection of their intellectual property rights in their award of a Phase III SBIR contract with a US government agency.
- Represented natural resource conservation company in non-disclosure negotiations and agreements with prime contractors, third-party contractors and sub-contractors working in government testing and research.
- Reviewed company solicitation documents and bid proposals pertaining to intellectual property rights and ownership, relating to government funding.
- Represented company in their sub-contracting arrangements pertaining to commercialized and non-commercial intellectual property and related products.
- Represented software company in connection with their data rights protections, and agency mandated marking requirements.

IP Protection, Agreements and the Arts

- Represented authors in relation to book publishing transactions and assessing name, image, likeness (NIC) Right of Publicity and Right of Privacy matters.
- Represented charitable foundation in the creation of authorship and book publishing agreements ensuring protection of intellectual property rights and licensing requirements through creation of the work and its future derivative works.
- Represented festival events venue, and prepared agreements relating to rights involving murals, moral rights, and destruction issues pertaining to the Visual Artists Rights Act of 1990 (VARA).
- Represented marketing company, creating agreements involving photographer contracting arrangements, model releases and waivers.
- Represented video game company in protecting its software and design related intellectual property.
- Assisted multiple companies in review of intellectual property ownership rights pertaining to prospective non-fungible token (NFT) creation and NFT marketplace sales, and preparation of related agreements.

- Represented podcast, blog and events company in intellectual property protection and the creation of various agreements pertaining to event sponsorship, podcast guest appearances, podcast advertisers, publicity waivers, use of Name Image Likeness (NIL) and the like.
- Assisted individuals and companies in arrangements and drafted agreements involving "life stories" and rights regarding the same.

Education

- University of Arizona, James E. Rogers College of Law (J.D.)
 - Dean's List
 - Joseph M. Livermore Service Award recipient
 - Mary Anne Richie Scholarship Award recipient
 - Giles S. Rich Moot Court competitor
- University of Arizona, Eller College of Management (M.S., Corporate Finance)
- Park University, (B.S., Business Management)
 - Summa Cum Laude
 - Outstanding Graduate Award recipient
- Community College of the Air Force (A.A.S., Munitions Systems Technology)

Professional Memberships & Activities

- Designated Campus Colleague, University of Arizona, James E. Rogers College of Law (2024-current)
- Startup Tucson, Board of Directors (2024-current)
- American Bar Association
- Limited Term Adjunct Law Professor, University of Arizona, James E. Rogers College of Law (2022-2023)
- Law Firm Antiracism Alliance, Immigration Working Group (2021)
- American Intellectual Property Law Association (2020-current)
- Startup Tucson Advisory Committee (2020-current)
- Tucson Metro Chamber, Military Affairs Committee (2020-current)
- Arizona Technology Council
 - Member (2019-current)
 - Law and Technology Committee (2020-2021)
- Veterans Society, Member (2016-2019)
- Latino Law Student Association
 - Member (2016-2019)
 - Board Member (2016)
- Business Law Society
 - Member (2016-2019)
 - Board Member (2016)

Representative Presentations & Publications

- ["I Want to Thank You': Who and What IP Stakeholders are Giving Thanks for This Year,"](#) Quoted, IPWatchdog (November 20, 2023)
- ["2023 National Cybersecurity Strategy: Businesses Are Asked To Bear More of the Burden,"](#) Co-Author, Snell & Wilmer Legal Alert (May 3, 2023)
- "Intellectual Property Basics," Presenter, University of Arizona McGuire Center for Entrepreneurship (November 22, 2022)
- ["Protecting your Intellectual Property: From A to Z,"](#) Co-Presenter, Tucson Emerging Business Seminar Series (June 1, 2022)
- "Affiliates, Influencers and Infringers: Trends to Watch in 2021," Co-Presenter, Snell & Wilmer Virtual CLE Series (June 15, 2021)
- ["Managing Business Needs During \(and Beyond\) a Pandemic,"](#) Co-Presenter, Snell & Wilmer Teleconference (July 22, 2020)
- "IP Basics: Understanding Intellectual Property," Presenter, Startup Tucson (May 27, 2020)
- ["Unintended Sublicenses Through Social Media: 'Embedding' and the Pitfalls of Public Posts,"](#) Co-Author, SWIPLit Blog (April 23, 2020)
- ["Phoning It In for Booking.com: The United States Supreme Court to Hear Trademark Case Telephonically,"](#) Co-Author, Snell & Wilmer Legal Alert (April 21, 2020)
- ["Protecting Your Trade Secrets in the COVID-19 Environment,"](#) Co-Author, Snell & Wilmer Legal Alert (April 13, 2020)
- ["Arizona Open Meeting Laws And Practicing Social-Distancing Amid COVID-19 Concerns,"](#) Co-Author, Snell & Wilmer Legal Alert (March 26, 2020)
- ["SB1447 Reciprocal Foreign Country Money Judgements - What This Means for Relations Between Arizona and Alberta, Canada,"](#) Co-Author, Snell & Wilmer Global Connection Newsletter (February 18, 2020)
- "Business Basics: Building the Foundation for your New Business," Co-Presenter, Tucson Emerging Business Seminar Series (November 6, 2019)
- ["SBA Announces a Major Change to SBIR/STTR Data Rights Protection,"](#) Author, Snell & Wilmer Legal Alert (August 30, 2019)
- "Four Tips for 'Setting Up Shop' in Tucson," Author, Inside Tucson Business (August 30, 2019)
- "Four Tips for New Inventors," Author, Inside Tucson Business (August 16, 2019)

Professional Recognition & Awards

- Larry Hecker and Sherry Hoskinson Bright Futures Community Builder Award, Startup Tucson (2023)
- Rosner & Rosner Young Lawyers Professionalism Award, American Bar Association (2023)
- 40 Under 40 Award, Tucson Hispanic Chamber of Commerce (2022)
- The Best Lawyers in America® Ones to Watch Edition, Intellectual Property Law (2023-2024), Real Estate Law (2023-2024)
- Snell & Wilmer Community Involvement Award (2021)
- Snell & Wilmer Pro Bono Award (2021)

Community Involvement

- Snell & Wilmer Pro Bono Committee (2023-current)
- Snell & Wilmer FinTech Committee (2021-current)
- Snell & Wilmer Women's Initiative Committee (2020-current)
 - Board Member (2023-current)
- Snell & Wilmer FirstGen Committee (2020-current)
- Florence Immigration & Refugee Rights Project (2020-current)
- Snell & Wilmer Technology Committee (2019-current)
- Tech Launch Arizona, Volunteer (2016-2019)
- University of Arizona, Intellectual Property & Entrepreneurship Law Clinic, Volunteer (2017-current)
- Court Appointed Special Advocate (CASA) of Pima County (2016-current)
- Southern Arizona Legal Aid, Volunteer Lawyers Program (2016)
- Feed My Starving Children, Volunteer (2014)
- Special Olympics of Southern Arizona, Volunteer (2014)
- Red Cross, Disaster Action Team Volunteer (2011-2012)
- Odyssey Hospice, Volunteer (2011)

Previous Professional Experience

- Snell & Wilmer, Summer Associate (2018)
- Raytheon Missile Systems, Legal Extern (2018)
- Lewis Roca Rothgerber Christie, Legal Writing Intern, AMBA Program (2018)
- Tech Launch Arizona, Interim Business Intelligence Manager & Research Analyst (2016-2019)
- U.S. Air Force, Munitions Specialist & Program Compliance Manager (2006-2016)

Bar Admissions

- Arizona

Court Admissions

- EOIR Immigration Courts
- Supreme Court of Arizona
- United States Bankruptcy Court, District of Arizona
- United States District Court, District of Arizona

Client News

- Snell & Wilmer Represents Leading Cryptocurrency Exchange BitMEX® in Recovery of All Domain Names From Cybersquatters
- Snell & Wilmer Advises Solar Sales Platform and Marketplace Quativa as it Secures \$7 Million Series A Financing Round Led by Blueprint Equity