



New form response

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Form: [ADR Listing Application Form FINAL](#)

A new response was submitted on 11 February 2021, 04:04 PM.

Application for AIPLA List of Arbitrators and Mediators

1. This application is for:	Mediator
2. Applicant is to be listed for:	Trademark/Trade Dress Disputes, Copyright Disputes
3A. Name and Contact Information	
a. First Name:	Michael
b. Middle Initial/Name:	
c. Last Name:	Keyes
d. Firm or Company Name:	Dorsey & Whitney
e. Street Address:	701 5th Ave Suite 6100

f. City:	Seattle
g. State:	WA
h. Zip:	98101
i. Telephone:	206-903-8757
j. E-mail:	keyes.mike@dorsey.com
k. In what locales are you willing to serve?	I am admitted to practice law in Washington, California, New York, and Idaho. I maintain an active litigation practice in all of those jurisdictions. I would be willing to serve as a mediator in any disputes throughout the country, including in the above states.

3B. Brief summary of your ARBITRATION/MEDIATION PRACTICE

The information you provide in the text box below is extremely important because it, along with your name and location, will be the first substantive information about you that any person searching the LIST will see.

In the text box below **(1) edit the first sentence so that its contents correspond to your answers to questions 1. and 2., above. This sentence is a required sentence which must be properly edited and retained as the first sentence of your summary of your practice. Then (2) add up to 700 characters of information about your arbitration and/or mediation practice.**

The resultant total information in the text box will appear in your entry in the LIST.

-	I maintain a national litigation and trial practice where and have represented some of the most recognized brands and companies in the world, including the likes of Facebook, Foot Locker, Abercrombie & Fitch, Nestle, Corona Beer, Angry Birds, Beats, and Amazon, to name just a few. My practice is focused on disputes involving trademarks, copyrights, and advertising. As such, I have extensive substantive knowledge regarding the key factual and legal issues that often arise in these types of cases including specialized issues of concern involving consumer survey evidence and damages. I have represented dozens of companies in mediations and settlement conferences throughout the county and have a keen sense for the pressure points involved in high-stakes IP disputes.
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4. Higher education

(all degrees received, stating degree, and school):	Columbia Law School, LLM, 1999, Harlan Fiske Stone Scholar Gonzaga Law School, JD, 1998, Magna Cum Laude Tbilisi State Conservatoire, Graduate Piano Student, 1993-1994 Loyola University, Bachelor of Music in Piano Performance, 1993
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5. Bar admissions (all states, agencies, etc.):

a. States:	Washington, California, New York, Idaho
b. Admitted to Court of Appeals for the Federal Circuit:	Yes
c. Admitted to U.S. Patent and Trademark Office:	
d. Others:	U.S. Court of Appeals for the Federal Circuit U.S. Court of Appeals for the Second Circuit U.S. Court of Appeals for the Ninth Circuit U.S. District Court for the Central District of California U.S. District Court for the Northern District of California U.S. District Court for the Southern District of California U.S. District Court for the District of Idaho U.S. District Court for the Western District of Washington U.S. District Court for the Eastern District of Washington U.S. District Court for the Northern District of Illinois U.S. District Court for the Northern District of New York U.S. District Court for the Southern District of New York

6. Formal mediation/arbitration training:

a. Course(s); Institutions; Dates:	Professional Mediation Certification through Cornell University
b. Total Number of Hours:	30
c. Approx. number of interactive, clinical hours:	12
d. Any Certificate Awarded?	Yes

7. Listed with formal mediator/arbitrator provider (AAA, ICDR, CPR, JAMS, others)?

Provider(s)/and Subject Matter of Panels, if appropriate.	Not at the present time
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8. Arbitration and/or Mediation Experience:

a. Have you participated as arbitrator, or party attorney or representative, in at least one arbitration from beginning, through a complete trial, and arbitration decision/award?

Yes

b. Have you participated as mediator, or party attorney or representative, in at least one complete mediation?

Yes

Patent Law and Litigation Experience (does not have to be exclusive):

c. Approximate Number of Years practicing patent law:

n/a

d. Approximate Number of Years practicing patent litigation:

n/a

e. What specific areas of technical knowledge and experience do you have and wish to identify? [Separate by semicolons (;)] [Limit of 450 characters]

n/a

Trade Secret Law and Litigation Experience (does not have to be exclusive):

f. Approximate Number of Years practicing trade secret law:	n/a
g. Approximate Number of Years practicing trade secret litigation:	n/a

Trademark/Trade Dress Law and Litigation Experience:

h. Approximate Number of Years practicing trademark/trade dress law:	20
i. Approximate Number of Years practicing trademark/trade dress litigation:	20
j. Have you handled cases involving survey evidence?	Yes

Copyright Law and Litigation Experience:

k. Approximate Number of Years practicing copyright law:	20
l. Approximate Number of Years practicing copyright litigation:	20

9. Other Memberships, Recognitions and Experiences

a. Major Professional Recognitions: [If, necessary,	Named Top Author in JD Supra Readers' Choice Awards, 2017 Recognized as an "IP Star" in 2016-2020 by Managing Intellectual Property Handbook Recognized as a Leading Practitioner in World Trademark Review 1000 – The World's Leading Trademark Professionals, 2017-2020 Listed in Washington
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refer to your resume]	Super Lawyers, 2014-2020 (Top 100 in 2019 and 2020) Listed in Best Lawyers® in America, 2013-2021 Listed as a “Rising Star” by Washington Super Lawyers, 2006-2008, 2011 Co-creator of Dorsey’s IP Blog, TheTMCA.com . Named "Top 50" Blog by ABA Journal
b. Professional and other Associations and Leadership Positions: [If, necessary, refer to your resume]	Trustee of the King County Bar Foundation, 2018-present Member, Law360 Intellectual Property Editorial Advisory Board, 2017 and 2018 Co-Chair, ABA Copyright Litigation Committee, 2006-2008 Washington State Bar Association IP Section, Chair, 2006; Chair-elect, 2005; Secretary-Treasurer, 2004 Coach of National Appellate Advocacy Competition Team, Gonzaga University School of Law Member, Copyright Society of the USA Member, Supreme Court Historical Society
c. Other relevant experience: (for example, judicial experience presiding over/settling patent and/or trade secret cases, teaching ADR and/or IP courses, etc.):	Adjunct Professor of Law, “Internet and the Law,” “Trademark Law,” and “Legal Research & Writing,” Gonzaga University School of Law Guest Lecturer at University of Washington School of Law Judicial Law Clerk for Washington Supreme Court Justice Gerry L. Alexander

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10. A CURRENT RESUME OR CURRICULUM VITAE MUST BE UPLOADED BELOW. PLEASE CONFIRM THE ACCURACY THEREOF BY STATING "YES" BELOW:	Yes (Required)
Upload your resume now	J. Michael Keyes CV.pdf

11. PERSONAL CERTIFICATION:

I hereby represent that the foregoing information about me is true and correct as of this date, and that I meet the current AIPLA criteria, as stated on the AIPLA website, for serving as a Mediator and/or Arbitrator of the types of disputes designated in Question 2 above. I hereby represent that I am a current member in good

standing of the bar(s) (active or inactive) of the courts and agencies listed in question 5, and that there is no disciplinary activity pending against me in any court, agency, or bar association.

I acknowledge that if I am accepted for listing as an AIPLA arbitrator or mediator, the AIPLA has my permission to publish this application and all attachments thereto on the AIPLA website, for the benefit of those wishing to consult the list and the qualifications of those persons listed. I further understand and agree, if I am listed on the AIPLA List of Arbitrators and Mediators, that, for all arbitration and mediation matters wherein I am retained as a result of such listing, I will promptly inform the parties and counsel in writing that I am an independent contractor and that the AIPLA has no responsibility or liability for any of my acts or omissions.

Electronic Signature:

-	J Michael Keyes
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Date:

-	February 11, 2021
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SUBMISSION AND PAYMENT INSTRUCTIONS:

1. REVIEW YOUR APPLICATION NOW.

You **MUST** review your Application above for correctness and completeness **BEFORE SUBMISSION** thereof!!!!

2. ACKNOWLEDGEMENT RECEIPT WITH PAYMENT INSTRUCTIONS:

Upon submission of your Application, you will receive a return acknowledgement e-mail from AIPLA, which e-mail will provide you with instructions for making your application fee payment. Fee payments will be accepted only via electronic submission; no check payments will be accepted by AIPLA. Your Application to be Listed will **NOT** be processed until your payment is received.

3. ELECTRONIC SUBMISSION:

Submission of this Application may be made only via electronic submission. No paper filings will be accepted by AIPLA. When you are satisfied with the accuracy and completeness of your Application, click on the Submit button below.