



Tracy L. Deutmeyer

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Services

Advertising & Marketing

Trademarks & Copyrights

Tracy is a trademark and copyright attorney who works closely with clients on protecting and enhancing their intellectual assets around the globe.

Through her business-focused and comprehensive approach, Tracy counsels clients on building and protecting the value of their brands and products. She manages the complex global trademark portfolios for clients across a wide variety of industries and provides practical guidance for developing and implementing intellectual property protection strategies. Tracy advises clients on all areas of U.S. trademark and copyright law, including the availability, prosecution, maintenance, acquisition and enforcement of rights. She regularly represents parties before the U.S. Patent and Trademark Office Trademark Trial and Appeal Board.

In December 2020, Tracy was appointed by the U.S. Secretary of Commerce and sworn in as a member of the United States Patent and Trademark Office (USPTO) Trademark Public Advisory Committee (TPAC) for a three-year term through December 1, 2023. As a committee member, Tracy will advise the Under Secretary of Commerce for Intellectual Property and the Director of the USPTO on matters relating to the policies, goals, performance, budget and user fees of the trademark operation.

Tracy has been heavily involved in the American Bar Association's Section of Intellectual Property Law. She previously served as Chair and Vice-Chair of the American Bar Association Section of Intellectual Property Law's (ABA-IPL) USPTO Operations Relating to Trademarks Committee, a member of the ABA-IPL's CLE Board and Chair of the committee which organizes ABA-IPL Trademark Day at the USPTO. Prior to joining Fredrikson, Tracy practiced trademark law for more than 15 years.

Experience

- Manages the global trademark portfolio of the Estate of a world-renowned musician and artist
- Manages the U.S. trademark portfolios of many foreign businesses
- Managed the global trademark portfolio of a Fortune 1000 infrastructure and agricultural irrigation products company

Credentials

Education

- University of Iowa College of Law, J.D., 2002
- Iowa State University, B.A., 1998, *with distinction*

Admissions

- Nebraska, 2005
- Iowa, 2002
- U.S. District Court for the District of Nebraska, 2005
- U.S. Court of Appeals for the Eighth Circuit, 2004

Recognition

- *Great Plains Super Lawyers*, Intellectual Property, Business/Corporate
- Leadership Contribution Award, American Bar Association, Section of Intellectual Property Law, 2017
- Award of Merit Recipient, Iowa Young Lawyers Division, 2010
- Star of the Quarter, American Bar Association Young Lawyers Division, 2008

Civic & Professional

Professional Activities

- Iowa State Bar Association
- American Bar Association
- Nebraska State Bar Association
- Trademark Public Advisory Committee, United States Patent and Trademark Office, Member, 2020-2023
- American Bar Association Section of Intellectual Property Law's USPTO Trademark Day Planning Subcommittee, Chair, 2020, 2017-2018
- American Bar Association Section of Intellectual Property Law's CLE Board, Member, 2017-2019
- American Bar Association Section of Intellectual Property Law's USPTO Operations Relating to Trademarks Committee, Vice-Chair, 2017-2020
- American Bar Association Section of Intellectual Property Law's Committee on USPTO Operations Relating to Trademarks and Ex Parte Practice, Chair, 2016-2018

- American Bar Association Section of Intellectual Property Law's USPTO Trademark Day Planning Subcommittee, Co-Chair, 2015-2016
- American Bar Association Section of Intellectual Property Law's Trademarks Ex Parte Practice Subcommittee, Chair, 2015-2016
- Iowa State Bar Association e-Commerce Section, Council Member, 2015-2016
- Iowa State Bar Association Section of Intellectual Property Law, Chair, 2009-2011
- American Bar Association Section of Intellectual Property Law's PTO Trademark Affairs, Ex Parte Subcommittee, Vice-Chair, 2010-2011
- American Bar Association Section of Intellectual Property Law's TMEP/CFR Developments Subcommittee, Chair, 2008-2009
- American Bar Association Young Lawyers Division, District Representative, 2006-2008
- *Journal of Corporation Law*, Associate Editor, 2001-2002

News

Firm News | 12.14.2020

Attorney Tracy Deutmeyer Appointed to USPTO Trademark Public Advisory Committee

Legal Updates

Legal Update | 10.19.2022

USPTO to Implement Shorter Response Period for Certain Office Actions Issued on or After December 3, 2022

Legal Update | 01.03.2022

A Letter of Protest: An Old One, But a Good One

Legal Update | 11.30.2020

USPTO to Change Trademark Fees: What You Need to Know

Publications & Presentations

Co-Presenter, *What You Need to Know About Identification and Classifications*, 9th Annual ABA-IPL Virtual Trademark Days with the USPTO, September 2021

Co-Presenter, *Trademarks in the Age of COVID-19*, American Bar Association Section of Intellectual Property Law Webinar, August 2020

Co-Presenter, *Best Practices in Trademark Searching, Prosecution & Maintenance*, ABA-IPL Trademark Day at the United States Patent and Trademark Office, September 2019

Co-Presenter, *Troubleshooting Legal Issues in the Advertising World*, to the American Advertising Federation Chapters of Dubuque and Iowa City/Cedar Rapids, IA, April 2019

Co-Presenter, *State of Section 2(a) of the Lanham Act: Past, Present and Future*, American Bar Association Section of Intellectual Property Law Webinar, February 2018

Co-Presenter, *How to Effectively Protect Your Company's Brand and Intellectual Property Rights Using Patents, Trademarks, and Copyrights*, Omaha Manufacturing and Products Show, October 12, 2017

Author, *USPTO Begins Random Audits of Registrations*, January 2017