

Heidi Howard Tandy, Esq.

Board Certified in Intellectual Property, 2018-2023

Price Benowitz, LLP (Of Counsel, 2013-Present)

Lead attorney on proceedings at US Trademark Office's Trademark Trial and Appeal Board, and at WIPO

Created GDPR-compliant Terms of Service and Privacy policies for nonprofits and corporations

Lead IP attorney in trademark and copyright infringement proceedings in Federal and State Courts

Lead IP attorney in trademark litigations and settlement processes on behalf of plaintiffs and defendants

Draft and negotiate contracts, including license agreements, assignments, terminations and settlements

Manage intellectual property portfolios for a range of entertainment and technology clients with focus on trademarks, copyright/takedown issues, licenses regarding user submissions and brand management, social media and FTC compliance policies

Create best practices, handbooks and policies including Privacy, Terms of Use, employee manuals, sweepstakes, and marketing policies; hosted seminars and clinics for clients and their staffs regarding same

Train clients' staffs and contractors in ethics and legal issues concerning Terms of Use, GDPR, FTC, DMCA, Fair Use, forum/content moderation and content creation

Whittier Law School (Summer, 2016)

Taught class on Social Media Law including privacy, FTC, copyright and trademark issues

Ziglaw (Of Counsel, 2006-2012)

Managed clients' domestic and global trademark, entertainment and domain name portfolios including prosecution and defense; created and vetted licenses, TOS and Social Media policies and employee manuals

Sole Practitioner, 2003-2006

Managed clients' domestic trademark, domain name and license portfolios; creates best practices, handbooks and policies including Privacy, Terms of Use, employee manuals, sweepstakes, and marketing policies

Gunster Yoakley (Associate, 2001-2002)

Managed clients' domestic and global trademark and domain name portfolios; drafted contracts and employee manuals

Carlton Fields (Associate, 2000-2001)

Advised clients on internet issues; developed Gramm Leach Bliley privacy policies and Terms of Service; advised clients on trademark and domain name portfolios and usage.

Ruden McClosky (Associate/sole IP attorney at firm, 1998-2000)

Managed clients' domestic and global trademark and domain name portfolios; served as second-chair in IP litigation; assisted in franchise and license agreement creation and management

Stroock & Stroock & Lavan (Associate in New York City office, 1997-1998)

Managed clients' domestic trademark portfolios; created Terms of Use policies; served as second-chair in IP litigation

New York Times Electronic Media Company (Contracts and Copyrights Manager, 1995-1996)

Created assignments and license agreements for freelancers; created Terms of Use policy for NYTimesOnTheWeb and other company products

EDUCATION

University of Pennsylvania

B.A. awarded in 1992

Current member of Trustee's Council of Penn Women

Washington College of Law at American University

J.D. awarded in 1995

Presentations and CLE Lectures

ABA ("Social Media Law Basics" CLE (2017), Fanworks & Copyright (ABA IPLaw West (2018))

INTA (Professors' Luncheon Feat. Speaker on Fair Use, 2016, Table Topic Host and Academic Day Speaker, 2018)

Vidcon (Fair Use and YouTube panelist, 2016)

South By Southwest ("Fan Creativity and IP, 2012; Transformative Works, 2014, Fair Use and Online Content, 2016)

San Diego Comic Con ("Fandom Panel" moderator in 2008, 2009, 2011, 2013-2018)

University of Pennsylvania Intellectual Property Law Group CLE on "Fair Use of Copyright" in 2013)

Princeton University ("Fans, Fanfiction and the Media, Publishing and Entertainment Industries" in 2015)

Women of Tomorrow, Miami ("Reputation Management, Social Media and Teeangers" in 2013-2018)

Webgrrls/Cybergrrls ("Cyberlaw Seminars" in 1997, 1998)

Pro Bono Projects

Organization for Transformative Works, 2007-present

Founding member of Legal Committee; manage DMCA, domain name and trademark issues; draft filings with Congress, Copyright Office and as *amicus* in Federal Court proceedings; legal manager re GDPR compliance

FictionAlley.org, 2001 - present (nonprofit)

Managed volunteer staff of 100+, supervised development of content management system, forum and content policies and best practices, marketing and advertising programs. Created groundbreaking podcasts, content, and partnerships.

HP Education Fanon, Inc., 2002 - present (nonprofit)

Served on Legal Committee and developed, managed and served on senior staff for annual events