

**CURRICULUM VITAE**

**Name**  
**Educational and Professional**  
**Qualifications**

**Mike Rodenbaugh**

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*Principal, Rodenbaugh Law*  
*Law Firm advising clients in transactions and disputes relating to intellectual property and/or internet commerce since 2007.*  
*Legal and consulting services regarding trademarks, domain names, rights of publicity, copyright and internet marketing. Protection, enforcement and strategy advice relating to intellectual property, including trademark and copyright registrations, brand policing to combat infringement, licensing transactions, alternative dispute resolution and assistance with litigation. Expertise in domain name matters, including sales and lease transactions, dispute resolution, and consulting with respect to ICANN's new gTLD program and related policy development.*

*Sr. Legal Director, Yahoo! Inc.*  
*March 2000 - September 2007*  
*Handled trademark, domain name, right of publicity, copyright and marketing issues as a core member of Yahoo!'s IP Asset Management team. Responsibilities included trademark prosecution and enforcement, anti-cybersquatting and anti-phishing efforts, domain name portfolio management, marketing and sponsorship agreements, counseling IP strategy to business teams, responding to legal threats, and handling myriad other legal issues.*

*Associate Attorney, Lillick & Charles LLP*  
*January 1995 - February 2000*  
*Litigated commercial and products liability cases in state and federal courts. Advised clients with respect to trademark and domain name registration and dispute resolution.*

*Education*  
*University of San Francisco School of Law*  
*J.D., 1992 - 1995*  
*Law Review editor, Lefkowitz National Moot Court team*

*Santa Clara University*  
*B.S., Political Science, 1987 - 1991*  
*University Honors Program*

**Languages**

*English*

**Experience with respect to IP / domain names**

*Rodenbaugh Law represents clients in all matters relating to domain names, trademarks, copyrights, and other forms of intellectual property, and in e-commerce, licensing and marketing transactions and dispute resolution efforts. Mike Rodenbaugh started this firm in 2007, after more than seven years co-managing trademark and domain name inventory and strategy for Yahoo! Inc. Mike also handled hundreds of different transactions and dispute resolutions for Yahoo! His team managed all matters of protection and infringement of Yahoo! trademarks and domain names worldwide, and advised on all legal and policy issues involving brand marketing, trademarks, domain names, and rights of publicity. With respect to ICANN, Mike twice has been elected to represent the Business Constituency (www.bizconst.org) as one of its three Officers, and as one of its former Councilors to the Generic Names Supporting Organization. The GNSO Council develops policy relating to generic top level domain space, such as .com, .net, .org, .biz, .info, .travel, .jobs and many new gTLDs.*

**Membership in professional bodies**

*INTA; ICANN - Intellectual Property Constituency; California Bar Association - Intellectual Property Section*