

Tiffany Shimada

Partner

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Tiffany Shimada helps brand owners protect and maximize the value of their intellectual property through trademark prosecution, copyright enforcement, and advertising compliance across U.S. and global markets.

Tiffany brings a distinctive perspective to brand protection work: before focusing on trademark and copyright law, she developed a background in intellectual property valuation that shapes how she counsels clients on the worth of their intangible assets and how to maximize it. Working with brand owners and managers across industries — from industrial machinery to food and beverage, outdoor sports and hunting equipment, cosmetics, consumer goods and retail services, technology services, and artificial intelligence — Tiffany advises on every stage of a brand's life cycle.

Tiffany counsels clients through trademark clearance and prosecution before the U.S. Patent and Trademark Office (USPTO), including filing strategy, responding to Office Actions, defending against third-party oppositions, and managing registration maintenance and renewals. She also oversees global trademark portfolio management and enforcement programs, coordinating with international counsel to develop and implement brand protection strategy.

Tiffany is also a member of the Commercial Panel of the American Arbitration Association and is qualified to serve as an arbitrator in commercial disputes, and particularly disputes concerning intellectual property.

On the advertising and marketing side, Tiffany advises on claim substantiation, comparative advertising, influencer marketing, native advertising disclosures, and social media compliance. She prepares terms and conditions for sweepstakes, contests, and giveaways, and reviews product packaging claims and user-generated content for legal risk. Her copyright practice includes U.S. copyright registration, Digital Millennium

Education

- DePaul University
College of Law (J.D., 2009)
- Indiana University
(B.S., Finance, 2001)

Bar Admissions

- Illinois
- Utah

Copyright Act (DMCA) takedown enforcement, and counseling on infringement claims.

Tiffany also handles domain name and cybersquatting matters, including Uniform Domain-Name Dispute-Resolution Policy (UDRP) complaints, domain name acquisition analysis, and coordination with Internet protocol hosting companies to take down counterfeit websites. She supports clients on intellectual property diligence in connection with acquisitions and advises on recordation of trademarks with U.S. Customs and Border Protection to prevent importation of counterfeit goods.

Chambers USA has recognized Tiffany in Intellectual Property in Utah from 2017 through 2021 and again from 2023 through 2026.

Select Experience

Trademark Portfolio Management & Prosecution

- Managed global trademark prosecution and enforcement program for a large international online marketplace, coordinating multi-jurisdictional filing strategy, opposition proceedings, and enforcement actions across multiple countries.
- Managed U.S. trademark portfolio for a large international food and beverage company, including filing strategy, Office Action responses, and registration maintenance.
- Conducted extensive alcohol beverage brand name clearance, including Alcohol and Tobacco Tax and Trade Bureau (TTB) Certificate of Label Approval (COLA) label reviews.
- Performed preliminary and comprehensive trademark clearance searches for proposed marks in the U.S. and internationally, advising clients on infringement risk and registrability.

Court Admissions

- U.S. District Courts for the District of Utah and Northern District of Illinois

Professional Affiliations

- Panel Member, American Arbitration Association, 2026
- Fellow, American Bar Foundation
- Board Member, Utah Black Chamber
- Co-Programming Leader, ChIPs Utah Chapter
- Board of Directors, Utah Black Lawyers Association
- Council Member, American Bar Association Section of Litigation
- Representative, ABA House of Delegates for the Utah State Bar
- Commissioner, ABA Commission on Women in the Profession
- Member, David K. Winder IP Inn of Court
- Member, Women Lawyers of Utah
- Member, International Trademark Association (INTA)
- Member, Copyright Society of the USA
- Member, National Bar Association
- Member, Utah Bar Association

Clerkships

- U.S. District Court for the Northern District of Illinois, Honorable Ronald Guzmán

Accolades

- *Chambers USA*, Intellectual Property, Utah, 2017-2021, 2023-2026
- *Mountain States Super Lawyers®*, 2025-2026
- *Best Lawyers in America®*, 2024-2027
- *Best Lawyers® Lawyer of the Year*, Trademark Law, Salt Lake City, 2025
- *World Trademark Review 1000 – The World's Leading Trademark Professionals*, Leading Practitioner, 2023-2026
- *World Trademark Review's Global Leaders Guide: Private Practice*, Global Leader, 2025
- American Bar Association, Section of Litigation Laurie Miller Public Service Award, 2025
- *Utah Business Magazine*, "Utah Legal Elite – Intellectual Property," 2021, 2025
- *Chambers USA*, Notable Practitioners, 2017-2021
- *Mountain States Super Lawyers®*, "Rising Stars," 2020
- Utah's "40 Over 40," 2024
- *World Intellectual Property Review (WIPR)*, "Shining Light/Influential Women in IP," 2023
- The National Black Lawyers, "Top 100 in Utah," 2022-2026
- State Farm 2020/2021 Rising Star Academy
- Leadership Counsel on Legal Diversity Pathfinders Program, 2019

Languages

- Spanish

Additional Information

Legal Writings

- *Ethics and Professionalism: The Keys to Building and Maintaining a Successful Law Practice*, American Bar Association, "Balancing Humility and Confidence: Is It Possible?" (2026)
- *Practical Law Utah Intellectual Property State Q&A – Right of Publicity Laws: Utah* (2026)

Select Speaking Engagements

- *Digital Advertising Under the Microscope: AI Claims, Dark Patterns, and Global Legal Trends*, International Trademark Association Annual Meeting (May 3, 2026)
- *The Business of M&A: Navigating the Convergence of Intangible Assets and Capital in the Age of AI*, Moderator for Panel on Legal Frameworks for Cross-Jurisdictional IP, International Trademark Association (March 18, 2026)
- Panelist on TTAB Updates Panel, Utah Bar 26th Annual IP Summit (February 16, 2024)
- *Supreme Court IP Case Report – What you should know about Warhol and Amgen*,

Insights

November 5, 2021

How to mitigate the risk of marketing-related lawsuits

July 31, 2021

Tiffany Shimada Comments on Use of Olympics Branding

May 21, 2019

Mission Accomplished: Supreme Court Rules Licensees May Use Licensed Marks Following Rejection in Bankruptcy

December 6, 2018

Chemical Industry Update - December 2018

February 23, 2018

IP Hires: BakerHostetler, Dickinson Wright, Dorsey

February 22, 2018

Personnel Changes at IP Law Firms, Organizations

February 22, 2018

Utah Business: People on the Move