

Christine L. Lofgren

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- Full-time law professor focused on teaching and service
- Ten years of in-house law practice focused on trademark law, copyright law, and intellectual property litigation.
- Fifteen years as a practicing lawyer in a midsize and a large law firm.

Academic Experience

SOUTHWESTERN LAW SCHOOL, LOS ANGELES, CA | 2018-PRESENT | PROFESSOR OF LEGAL ANALYSIS, WRITING, AND SKILLS

- Visiting Associate Professor from 2018-2021 and Associate Professor from 2021-2022
- Teaching Legal Writing, Analysis, and Skills (LAWS I and LAWS II) courses (Negotiation and Appellate Advocacy tracks) unit to first-year students
- Teaching Trademark Law and Generative AI for Lawyers
- Committee service includes Externship, Public Interest Law, Placement, and Innovating and Developing Educational Alternatives (IDEA) Committees
 - IDEA Committee Chair (2022-present)
- Serving students through judging negotiation competitions, evidence and civil procedure exercises, and moot court practice rounds
- Faculty advisor to Video Game Law Society and Students for Technology Law and Entrepreneurship (STYLE)
- Director, Intellectual Property and Technology Law Concentration

EL CAMINO COLLEGE, TORRANCE, CA | 2017- 2018 | ADJUNCT PROFESSOR

- Taught Legal Research and Advanced Legal Research & Writing in ABA-Approved Paralegal Studies Program

UNIVERSITY of CALIFORNIA, DAVIS SCHOOL OF LAW | 1991-1992

- Teaching Assistant, Legal Writing (Fall Semester 1991), Prof. Antonia Bernhard
- Tutor, Property (Spring Semester 1992), Prof. Joel Dobris
- Tutor, Torts (Fall Semester 1992), Prof. Margaret Johns

Practice Experience

TOYOTA MOTOR SALES, U.S.A., INC., TORRANCE, CA | 2007-2017 | MANAGING COUNSEL

- Led intellectual property practice for Toyota's North American sales and marketing business units

- Provided full range of in-house trademark and copyright legal services to sales, manufacturing, and engineering business units, including strategy, clearance, prosecution, enforcement, litigation, dispute resolution, and advice and counsel
- Managed Toyota's North American trademark registration portfolio, brand protection, and enforcement programs, including anticounterfeiting activity, cease and desist matters, domain name arbitrations, Digital Millennium Copyright Act ("DMCA") and other takedown requests, Trademark Trial and Appeal Board proceedings, and District Court litigation
- Managed Toyota North America's defense of incoming trademark, copyright, and patent demand letters and litigation
- Developed and enforced dealer trademark and domain name compliance policies; resolved dealer compliance disputes
- Provided legal, risk management, and strategic advice in all phases of intellectual property litigation including patent, trademark, and copyright litigation and adversarial matters involving Toyota entities as plaintiff, defendant, or third-party witness
- Successfully resolved trademark, copyright, and patent disputes
- Drafted, negotiated, and advised on intellectual property and business agreements, including licenses, joint development agreements, vendor agreements, settlement agreements, and coexistence agreements
- Developed, implemented, and delivered internal intellectual property training, template agreements, policies and procedures, and process improvements
- Monitored federal and state intellectual property legislative and judicial developments; set agendas and implemented reform efforts
- Built industry coalitions to pursue intellectual property law reform activities, including participation in trade association and industry coalitions, *amici curiae* briefs, and communications with legislative and executive branch officials
- Managed and developed paralegals and support staff, recruit and integrate newly hired attorneys, and selected and managed outside counsel
- Steered department initiatives, including electronic document management system, outside counsel partnering program, and legal department document privacy protection program
- Hired, onboarded, and trained trademark, copyright, and patent litigation succession team in Toyota North America's new Texas headquarters

JEFFER, MANGELS, BUTLER & MARMARO LLP, LOS ANGELES, CA | EQUITY PARTNER 2005-2007; PARTNER 2002-2007; ASSOCIATE 1998-2001

- Represented nationally and world-famous brands and celebrities in all aspects of trademark and copyright matters, including counseling, protection strategy, clearance, filing/prosecution, worldwide portfolio management, enforcement, administrative disputes, anticounterfeiting, and litigation support
- Supported international expansion of famous brands

- Resolved trademark and copyright disputes
- Negotiated and drafted broad range of intellectual property and business agreements, including purchase and sale, license, distribution, settlement, consent, coexistence, confidentiality and non-disclosure, joint development, co-marketing, and agency agreements, and provided substantive intellectual property advice and drafting for business transactions
- Advised on advertising and marketing, rights of publicity and privacy, and content acquisition
- Developed and managed relationships with diverse base of clients including Fortune 1000 companies, high net worth privately held companies, and individual inventors/creators
- Marketing and Summer Associate Hiring Committees
- Mentored and supervised summer associates, junior associates, paralegals, docketing, and support staff

THELEN, MARRIN, JOHNSON & BRIDGES LLP, LOS ANGELES, CA | ASSOCIATE 1993-1998; SUMMER ASSOCIATE 1992

- Trademark, copyright, and domain name strategy, protection, clearance, filing/prosecution, enforcement, and disputes
- Transactional matters including sweepstakes, contests, advertising, sales and marketing, agency, dealership, distribution, franchising, software licensing, and vendor relationships
- Business litigation

Education

J.D. | UNIVERSITY OF CALIFORNIA, DAVIS SCHOOL OF LAW | 1993

- Top 20% (ranking in 10% increments); *American Jurisprudence Awards*: Legal Writing and Torts
- Staff Editor, *U.C. Davis Law Review*
- Full-time Judicial Extern, Hon. John G. Davies, U.S. District Court for the Central District of California

B.A., POLITICAL SCIENCE, *magna cum laude* | UNIVERSITY OF CALIFORNIA, LOS ANGELES | 1990

- Phi Beta Kappa; College Honors; National Merit, Regents, and Alumni Association Scholarships

Bar Admissions and Professional Memberships

- California (Active); U.S. District Court for the Central District of California; Colorado (Inactive); Hawaii (Inactive)
- International Trademark Association (1994 – 2021), Model Trademark Law Guidelines Task Force Leader (2004-2007); Committee Member, Emerging Issues and Legislation/Regulatory Analysis (1999-2003)
- Intellectual Property Owner's Association (2013 – 2017), U.S. Trademark Law Committee (2014-2015)

- Automotive Anticounterfeiting Coalition (2015-2017)
- World Trademark Review 300: World's Leading Corporate Trademark Professionals (2017)
- Association of Corporate Counsel (2007-2020)
- Legal Writing Institute (2018-present)
- American Inns of Court, Southwestern Law School Chapter (2021-2024) and Bradley-Woods (Southwestern) Chapter (2024-present)

Presentations and Community Activities

- Legal Writing Institute, University of Tennessee School of Law One-Day Workshop presentation on *The Business Behind the Brief, Negotiation and Timekeeping Exercises* (December 2024)
- Global Legal Skills Institute, University of Bari, Italy, conference presentation on *Bridging Borders: Leveraging Generative AI for Cross-Cultural Negotiation Skills* (June 2024)
- Legal Writing Institute, Stetson University College of Law One-Day Workshop presentation on *Using Generative AI to Transform Students into Supervisors* (December 2023)
- Legal Writing Institute, Seattle University School of Law One-Day Workshop presentation on *The Three "Rs" Revisited - Fostering Self Reliance Through Reflection and Reverse Outlining of a Memo Assignment* (December 2022)
- Constitutional Rights Foundation, L.A. County Mock Trial Competition Attorney Scorer (2007 – present)
- Public Law Center, Corporate Pro Bono Project (2010)
- Alliance for Children's Rights, Adoption Project (2012 – 2014)
- Jenesse Center, Inc., Domestic Violence Legal Clinic (2014)
- UCLA Alumni Association: Freshman Scholarship Program, District Chairperson for West Los Angeles and South Bay/Palos Verdes (1999 – 2002)
- Teaching and speaking on intellectual property and business issues, including:
 - Valley Industry and Commerce Association seminar at Los Angeles Valley College (2004)
 - Los Angeles County Bar Association Symposium (2005)
 - Guest lecturer at West Los Angeles Community College paralegal course (2006)
 - Association of Corporate Counsel Southern California Patent Litigation seminar (2012)
 - Seminar for Detroit Automakers on Trademark and Anticounterfeiting Issues (2013)
 - Managing IP International Women's Leadership Forum, panelist (2014 and 2016)
 - UCLA Law School Sports Law project (2016-present)
 - Japan External Trade Association Anticounterfeiting Seminar (2017)
 - University of Southern California, Gould School of Law IP Institute Planning Committee Member (2016-present), Panelist (2017), and Executive Committee Member (2025)
 - Panelist, LAIPLA Careers in IP Law, (2018-2020)