



SUSAN D. RECTOR

PARTNER

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“NO CLIENT WANTS A THEORETICAL ANSWER - HE OR SHE WANTS A PRAGMATIC AND RESULTS-ORIENTED SOLUTION THAT WILL HELP HIM OR HER TODAY.”

PRACTICE AREAS:

INTELLECTUAL PROPERTY AND TECHNOLOGY, MERGERS AND ACQUISITIONS, FAMILY ENTERPRISES

SUSAN RECTOR LEADS SZD'S INTELLECTUAL PROPERTY PRACTICE GROUP OVERSEEING PROFESSIONAL QUALITY OF SERVICE DELIVERED TO CLIENTS IN THIS AREA OF LAW. SHE HAS ADVISED PUBLICLY AND PRIVATELY HELD COMPANIES IN ALL ASPECTS OF INTELLECTUAL PROPERTY OWNERSHIP AND HAS ASSISTED START-UP AND ESTABLISHED BUSINESSES TO CONDUCT BUSINESS ONLINE OR TO COMMERCIALIZE TECHNOLOGY.

Susan has extensive experience with software acquisition and licensing, technology-based companies and the legal issues encountered in conducting business online. She has prosecuted over 450 applications with the U.S. Patent and Trademark Office and numerous applications with the U.S. Copyright Office.

Susan also has experience in a wide variety of business transactions, including business formation, restructurings and mergers and acquisitions. She has advised institutional investors in making investments in venture capital funds or other equity investments and has assisted companies to raise debt and equity through the private sale of securities. She also provides ongoing advice and counsel to family and privately-held businesses.

Complementing her practice, Susan serves as partner in charge of marketing and business development. In this role she oversees the firm's marketing strategies and brand development to successfully position the firm within the legal industry. Susan also serves as the editor of *Currents*, the firm's newsletter featuring issues and trends in intellectual property and e-commerce law.

EXPERIENCE

Client(s): National Insurance Company

Representation: E-Commerce Transaction

Summary: Assisted the client to establish a web-based business portal combining sales, CRM, human resources and other software sold on a subscription basis to small business end-users.

Client(s): Major Hospital System

Representation: Software Acquisition

Summary: Assisted \$1.7B hospital system in acquiring multiple enterprise-wide software solutions delivered to its affiliated entities in over 40 locations.

CONTINUED

SUSAN HAS PROSECUTED
OVER 450 APPLICATIONS
WITH THE
U.S. PATENT AND
TRADEMARK OFFICE AND
NUMEROUS APPLICATIONS
WITH THE
U.S. COPYRIGHT OFFICE.

Client(s): Clients of varying sizes across industries

Representation: Trademark Prosecution and Maintenance

Summary: Manage the U.S. trademark portfolios for a Canadian wallpaper distributor, a Taiwanese tire manufacturer and an Indian manufacturer and distributor of irrigation, plastics and food products; prosecute domestic trademark applications for clients in numerous industries.

BAR & COURT ADMISSIONS

Ohio, 1984

EDUCATION

B.A., Wake Forest University, 1981, *magna cum laude*
with honors, *Phi Beta Kappa*

J.D., University of North Carolina, 1984

PROFESSIONAL ASSOCIATIONS

American Bar Association, *Intellectual Property Law and Science & Technology Law Sections*

American Bar Foundation, *Life Fellow*

Ohio State Bar Association, *Intellectual Property Board of Governors, 1998 - 2003*

Columbus Bar Association, *Civility Enhancement Program; Grievance Mediation Program*

Columbus Bar Foundation, *Past President, Past Board, Fellow*

International Trademark Association, *The Trademark Reporter Committee*

American Health Lawyers Association
Enterprising Women magazine, *National Advisory Board*

American Advertising Federation
Ohio TechAngel Fund II and III, *Member*
Women Presidents' Organization

HONORS & AWARDS

Martindale-Hubbell AV* Peer Review Rated

The Best Lawyers in America, Intellectual Property Law, Corporate Law, 2003-2011

Women for Economic and Leadership Development (WELD), *Twelve Women You Should Know*, 2010

Leadership Columbus, Hall of Fame, inducted 2010

Columbus Zoo & Aquarium, Board Leadership Award, 2009

Who's Who in America

Ohio Super Lawyers, Top 50 Ohio Women Lawyers; Top 50 Columbus Lawyers, 2004-2006

American Cancer Society's Babe Zaharias Golf and Tennis Classic - Volunteer of the Year, 2007

Robert S. Crane, Jr. Young Philanthropist Award Honoree, 2001

Columbus Bar Association Community Service Award, 1997

Forty Under 40, *Business First*, 1994

Ten Outstanding Young Citizens, 1993

Harry S. Truman Scholar

COMMUNITY LEADERSHIP

Columbus Zoo, *Board of Trustees, Association Board, Past President*

Children's Hunger Alliance, *Board of Trustees, Executive Committee, Incoming Vice Chair*

Women for Economic and Leadership Development (WELD), *Board of Trustees, Secretary, Executive Committee*

Stewart Alternative Elementary, *Tutor*

International Center for the Preservation of Wild Animals (the Wilds), *Past Board*

Junior League of Columbus, *Past President,
Past Board*

Hands On Columbus (formerly FirstLink, Inc.),
Past President, Past Board

United Way of Central Ohio, *Past Board,
currently Resource Development Committee,
Women's Leadership Council*

Leadership Columbus, 1989

PUBLICATIONS

"FTC Endorsement Guides Extended to Bloggers," *Executive Counsel*, April/May 2010.

"Brand Promotion and Unauthorized Trademark Use in Virtual Worlds," coauthored, *INTA Bulletin*, September 15, 2007 and *WIPO Magazine*, December 2007.

"Copyright Issues in a Digital World...From Grokster to Google Print Project," *Midwest In-House*, January 2006.

"Rolling Out the New .Pro Domain," *Circle ID*, May 7, 2003.

"Use of Web Site Audits," *Corporate Counsel's Guide to Web Site Agreements*, *Business Laws, Inc.*, 2002.

SPEAKING ENGAGEMENTS

"Resources to Take Valuable Technology to Market," OSU Discovery, Innovation & Commercialization Workshop Series, Commercialization and Incubation of Intellectual Property, OSU Medical Center and Fisher College of Business, July 30, 2010.

"Protecting Your Intellectual Property in the 21st Century," The Advertising Federation, Black Hills Chapter, Rapid City, South Dakota, April 20, 2010.

"The Secret of Rainmaking for Women Attorneys," Ohio Women's Bar Association, February 23, 2010.

"Virtual Worlds, Social Networks, Blogs and More," International Trademark Association's Trademark and the Internet Forum, February 9, 2009.

"End of Cyberspace: Blending the Digital with the Physical," Central Ohio Change Leaders Panel, Community Research Partners, Change Happens! seminar, April 28, 2008.

"Trademark, Copyright and Other Legal Considerations in the Advertising World," The Advertising Federation of Fargo-Moorhead, North Dakota, April 15, 2008.

"Copyright, Contract and Other Legal Considerations for Artists," Columbus College of Art & Design, February 4 and 13, 2008.

"Legal Issues in an Online World," AdFed Columbus, September 21, 2007.

"Legal Considerations for Advertising in an Online, Interactive World," Coastal Advertising and Marketing Professionals (CAMP) (AdFed Chapter), Myrtle Beach, South Carolina, January 18, 2007.

"Board Leadership: A Mosaic of Perspectives," co-presenter with Allen Proctor and Dwight Smith, The Columbus Foundation, October 25, 2006.

"Updates for Corporate Counsel on Intellectual Property and Information Technology," Central Ohio Chapter, Association of Corporate Counsel, May 17, 2006.

"Copyright Issues in the Digital Age" and "Information Technology Trends for Corporate Counsel," Central Ohio Chapter, Association of Corporate Counsel, May 17, 2006.

"The Technology Factor: Web Site and Intellectual Property Issues for Nonprofit Organizations," GroundWork Group, May 5, 2006.

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