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Robert W. Sacoff is a partner in the U.S. IP law firm, Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP, based in Chicago. He attended the University of Notre Dame, and the Northwestern University School of Law, where he was on the Editorial Board of the Law Review. He has concentrated his practice in trademark, trade identity, unfair competition, and deceptive trade practices law and litigation for over 35 years. He has served as Chair of the American Bar Association Section of Intellectual Property Law, President of the AIPPI US Group, and a member of the governing Boards of the International Trademark Association (INTA) and the American Intellectual Property Law Association (AIPLA). He served as an advisor to the US delegation to the Trademark Law Treaty, and on the USPTO Trademark Public Advisory Committee for many years. He has received the AIPPI Award of Merit and the Washington DC Bar Champion of Intellectual Property Award for his contributions to the Intellectual Property Law field.

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