

William R. Cohrs  
Exxon Mobil Corporation  
Irving, Texas

## WORK HISTORY

July 1990 - Present Counsel, Exxon Mobil Corporation (until November 30, 1999, Exxon Corporation)

### **Domestic and International Trademark and Copyright Law**

Responsibilities have included counseling of petroleum business clients with respect to selection, adoption, use, and registration of trademarks, maintenance of registrations, protecting the continuing use of the marks, policing against infringements of the marks, and managing all necessary litigation and opposition and cancellation proceedings, as well as licensing marks to subsidiaries, affiliates, and unrelated third parties, and effecting trademark-related aspects of business transactions.

Also responsible for all copyright legal issues worldwide for ExxonMobil and its subsidiaries.

July 1985 - June 1990 King & Spalding, Atlanta, GA

Represented numerous firm clients, including The Coca-Cola Company, The Ritz-Carlton Hotel Company, and SunTrust Banks, in all non-litigation aspects of US and international trademark law, including selection, adoption, use, and registration of marks, maintenance of registrations, protecting the continuing use of marks, enforcing rights in the client's marks by issuing cease and desist letters and managing non-US opposition and cancellation actions, drafting of US and international licensing and assignment agreements. Advised numerous clients on a variety of copyright issues, including giving opinions on infringement, and registered clients' works in the US Copyright Office.

July 1980 - June 1985 Associate, Hurt Richardson Garner Todd & Cadenhead, Atlanta, GA

Represented clients in all aspects of US trademark and copyright law, including litigation; registered, and maintained registrations for, trademarks internationally for major clients with multiple marks; drafted patent validity and infringement opinions.

## PROFESSIONAL AFFILIATIONS AND ACTIVITIES

Member of the State Bars of Georgia (1980) and Texas (1992); Member, American Bar Association and Dallas Bar Association (Member, Board of Directors of IP Section, 2001 - present); Registered to practice before the US Patent and Trademark Office (1981); Member, since 1983, of International Trademark Association: member of the Board of Directors (1991 - 94) and Management Committee (2002-03), Co-Chair of INTA's Annual Meeting 2000, member of numerous INTA committees over the years.

## EDUCATION

1980 J. D., University of Virginia Law School

1974 M. S., Mechanical Engineering, Michigan State University  
*served as a graduate teaching assistant*

1972 B. S., *with high honor*, Mechanical Engineering, Michigan State University  
National Merit Scholarship Awardee; Named to university-wide Top 100 Graduates of Class of 1972; Athletic Grant-in-Aid -- earned three varsity letters in basketball.