

# SUSAN KAWAGUCHI

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## GLOBAL DOMAIN NAME MANAGER

Highly knowledgeable and seasoned Domain Name Manager with demonstrated success leading domain name registration and tracking processes for multibillion-dollar corporations and subsidiaries. In-depth experience with due diligence and brand availability research for merger and acquisition strategies. Experienced intellectual property paralegal with solid experience in both litigation and prosecution. Sound judgment, “can do” attitude, flexible, and able to scale as a business grows.

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## AREAS OF EXPERTISE

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- Proven success building domain name management policies, procedures, and standards from the ground up and continually incorporating aggressive business development strategies.
- Solid understanding of current and proposed intellectual property laws, trademark, copyright, and patent law; deep familiarity with ICANN regulations and potential impacts on domain ownership and registration.
- Exceptional written and verbal communication abilities, able to present complex legal and technical information for a range of audiences.
- Organized and detail-oriented, able to manage multiple tasks and consistently meet critical deadlines.

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## PROFESSIONAL EXPERIENCE

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FACEBOOK, INC. – Palo Alto, CA

2009 to Present

### **Domain Name Manager** (2009 to Present)

Responsible for registering, renewing, and protecting portfolio of global domain names for Facebook, including assumption of control of domain names held by acquired subsidiaries. Coordinate modifications with operations team. Perform due diligence for new acquisitions; identify domains not included in initial disclosures and register additional domain names. Advise on potential ownership and transfer issues. Negotiate and draft contract terms. Create and update all registration records. Collaborate with teams addressing ICANN issues. Participate in a variety of industry conferences.

#### *Key Contributions:*

- Successfully pursue and shut down sites infringing on Facebook intellectual property.
- Educate users on the proper use of the company’s trademarks.
- Establish company policies surrounding domain names.
- Review new products prior to launch
- Brand permissions

EBAY INC. – San Jose, CA

2000 to Present

### **Global Domain Name Manager** (2007 to Present)

Responsible for registering, renewing, and protecting portfolio of 6000+ global domain names for eBay and subsidiaries, including assumption of control of domain names held by acquired subsidiaries. Coordinate modifications with operations team. Perform due diligence for new acquisitions and partners;

*Continued...*

identify domains not included in initial disclosures and register additional domain names. Advise on potential ownership and transfer issues. Negotiate and draft contract terms. Create and update all registration records. Collaborate with teams addressing ICANN issues. Participate in a variety of industry conferences.

*Key Contributions:*

- Conduct extensive research for new brand clearance projects and rollouts; determine brand availability and evaluate potential of acquiring unavailable domains; utilize third-party service to ensure confidentiality.
- Successfully pursue and shut down sites infringing on eBay intellectual property.
- Play key role in obtaining Extended Validation Certificates.
- Instrumental in corporate response to proposed changes to Whois record culminating in tabling of discussion / proposals to implement changes to Whois; provide ongoing input on ICANN issues.

**Paralegal Specialist, Intellectual Property (2003 to 2007)**

**Senior Paralegal, Intellectual Property (2000 to 2003)**

Managed trademark prosecution and domain registrations on a global basis. Instructed outside counsel on responses to office actions. Provided proof of first use and company statistics for oppositions. Addressed and resolved all issues. Advised and assisted with litigation, user disputes, and prosecution; represented company in small claims cases and provided support for patent litigation. Conducted due diligence for acquisitions and mergers. Prepared and filed copyright applications.

*Key Contributions:*

- Established domain enforcement program; collaborated with external vendor to automate process.
- Developed and enhanced policies and procedures as company grew and built large domain name profile.
- Managed discovery process for several patent and civil litigations.

PREVIEW SYSTEMS – Cupertino, CA

1999 to 2000

**Intellectual Property Paralegal**

Handled patent application process for digital rights management start-up. Collaborated closely with Chief Technology Officer and outside counsel. Provided necessary information and documentation. Facilitated meetings between engineers and outside counsel. Managed trademark portfolio. Drafted and negotiated contracts as necessary.

*Key Contribution:*

- Expertly created and updated patent database utilized by engineering team.

INCYTE GENOMICS – Palo Alto, CA

1997 to 1999

**Trademark Paralegal**

Collaborated with General Counsel on international trademark prosecution, research, and clearance. Assisted with patent prosecution and application filing; prepped responses to office action. Prepared DNA sequence documents.

KSWISS INC. – San Jose, CA

1996 to 1997

**Trademark Paralegal**

Assisted General Counsel with global trademark prosecution, filings, and response to office actions. Docketed status on a day-to-day basis. Interacted with foreign counsel and provided information and specimens for first use dates.

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**EDUCATION**

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**Paralegal Studies Certificate**

SANTA CLARA UNIVERSITY, Santa Clara, CA

SAN FRANCISCO STATE UNIVERSITY, San Francisco, CA