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Meets Requirements? Yes No
Will Attend / Unable to Attend

APPLICATION FOR CITY BOARD OR COMMITTEE

Thank you for your interest in serving on a Board or Committee. The purpose of this form is to provide the City Commission with basic information about applicants considered for appointment. NOTE: Completed applications are included in the City Commission agenda packets. The information included on this form is open to the public. All Board and Committee members are subject to the provisions of the Ethics Ordinance (Chapter 2, Article IX of the City Code).

Information on various Boards and Committees and a list of current openings can be found on the City website at www.bhamgov.org/boardopportunities.

(Please print clearly)

Board/Committee of Interest Baldwin Public Library - Board of Directors

Specific Category/Vacancy on Board Term ending 11/2021 (see back of this form for information)

Name Elizabeth K. Brock

Phone 248.835.6528

Residential Address 1115 N Old Woodward Ave #59

Email * ebrock@gmail.com

Residential City, Zip Birmingham, 48009

Length of Residence 13 years

Business Address 5445 Corporate Dr, Ste 200

Occupation Attorney

Business City, Zip Troy, 48098

Reason for Interest: Explain how your background and skills will enhance the board to which you have applied In addition to being an avid

reader and a supporter of libraries and their positive effects on communities, I am a partner in a national intellectual property law firm. I specialize in trademarks, copyrights, and protecting brands on the internet. The core purpose of my role is understanding my clients' goals and challenges, and creating a path forward on each client's budget - whether they are a start-up or a \$40 Billion global company. My experience and role as a trusted fiduciary and counselor can translation to many advisory positions.

List your related employment experience I have worked as an attorney since 2005, and also have experience as a consultant/project manager. My career has focused on client service, management, and relationships. I enjoy working with people, managing projects and tracking details, and planning for contingencies.

List your related community activities Most of my community activity relates to my law practice, by speaking to and providing information to local small businesses and participating in career days at local law schools and high schools (via United Way). I donate to the Detroit Institute of Arts (as an Associate member), the Human Utility (water rights), Detroit Sound Conservancy, and others.

List your related educational experience I have a B.A. in English Language and Literature from University of Michigan - Ann Arbor, and a J.D. from Wayne State University.

To the best of your knowledge, do you or a member of your immediate family have any direct financial or business relationships with any supplier, service provider or contractor of the City of Birmingham from which you or they derive direct compensation or financial benefit? If yes, please explain: No.

Do you currently have a relative serving on the board/committee to which you have applied? No.

Are you an elector (registered voter) in the City of Birmingham? Yes!

/Elizabeth K. Brock/
Signature of Applicant

10 February 2021
Date

Return the completed and signed application form to: City of Birmingham, City Clerk's Office, 151 Martin, Birmingham, MI 48009 or by email to clerk@bhamgov.org or fax to 248.530.1080. Updated 11/18/2020

**By providing your email to the City, you agree to receive news & notifications from the City. If you do not wish to receive these messages, you may unsubscribe at any time.*



Rebekah Craft <rebekah.craft@baldwinlib.org>

Opening on Board of Directors - Application: E. Brock

3 messages

Elizabeth B <ebrook@gmail.com>
To: rebekah.craft@baldwinlib.org

Wed, Feb 10, 2021 at 8:26 PM

Dear Ms. Craft,

First, congratulations on your promotion to Library Director!

I am writing to apply for the vacant position on the Library Board of Directors.

Please find attached:

- a City of Birmingham Application Form for City Board or Commission, and
- my current resume.

The application also asks, "How would my involvement on the Library Board of Directors benefit the Baldwin Public Library?"

As a lawyer, my role is an advisor and counselor - both legally and ethically - and although I am biased towards certain members of my profession, we bring an ability to understand, communicate, and get to the heart of an issue while advocating zealously for our clients. We give advice so that our clients can make the best decisions for their businesses. We do all of that on a budget. I feel very strongly about the importance of libraries to our communities, whether specific individuals use the library services directly or not. I appreciate that libraries are in a period of transition, and offering a breadth of services as never before - from maker spaces and meeting spaces, to loaning tools and distributing event tickets, and even serving indigent communities. And of course, libraries do all that on a budget. I am proud of the Baldwin Library (I signed up for my first library card there in 1982) and would be delighted to contribute my skills to supporting and growing a community gem.

For further information, my LinkedIn profile is [here](#).

I look forward to hearing from you, and wish you success in your search.

Kind regards,
ElizabethElizabeth Brock
ebrook@gmail.com
248.835.6528

2 attachments **City Board App.pdf**
775K **ebrook 2021.pdf**
150K

Rebekah Craft <rebekah.craft@baldwinlib.org>
To: Elizabeth B <ebrook@gmail.com>

Thu, Feb 11, 2021 at 9:13 AM

Elizabeth,

Thank you so much for submitting an application. Are you available to interview in front of the Library Board at their Special Meeting on Monday, February 15 at 7:00 p.m.? The meeting will be held via Zoom.

Rebekah

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ELIZABETH K. BROCK

1115 N. Old Woodward Ave. #59 • Birmingham, Michigan 48009
Phone: 248.835.6528 • E-Mail: ebrock@gmail.com

Strengths and Expertise

Trusted partner in developing and implementing global Intellectual Property (IP) strategy to support and enhance current and future business objectives. More than 15 years of experience counseling business clients in IP law, focusing on portfolio management, including domestic and international trademark clearance and prosecution, contract drafting and negotiation, Internet matters including domain name portfolio management and social media, contested matters, and legal opinion work.

Professional Experience

Admitted: State Bar of Michigan, 2005

Harness, Dickey & Pierce, PLC

2003 – Present

Partner (2016-present), Associate (2005-2016), Clerk (2003-2005)

- Proven ability to understand client needs in times of growth and contraction, and craft overarching IP strategy to develop, protect, and enforce clients' valuable IP assets.
- Maintain consistent communication to keep abreast of clients' evolving businesses, stay on budget, and report portfolio milestones.
- Provide comprehensive legal services and counseling of corporate clients in a wide range of IP matters including: trademark portfolio management in line with budget requirements; contract work including consulting, development, and supply agreements; coordination with patent and technology initiatives; creation of domain name portfolio strategy and ongoing management; corporate restructuring and mergers and acquisition support including due diligence and chain of title work; and advertisement review, including advising on social media and copyright matters.
- Significant experience in the selection and clearance of trademarks and the preparation, prosecution, and maintenance of thousands of U.S. and international trademark applications and registrations across a range of markets and industries, including automotive (OEM and aftermarket), manufacturing, sporting goods, food, personnel services, etc.
- Coordinate U.S. and international contested matters, including U.S. and foreign civil trademark litigation, and administrative proceedings including practice before U.S. Patent and Trademark Office Trademark Trial and Appeal Board and foreign trademark offices.
- Demonstrated success resolving global IP disputes and negotiating settlement and co-existence agreements between multibillion-dollar companies.
- Commitment to continuing legal education by participating in seminars, conferences and trade events, and following changes affecting patent, trademark, trade secret, copyright, privacy, and Internet issues.
- Consistent education of others: presenting annual and refresher courses to clients' marketing departments on trademark basics; supervise and mentor junior attorneys with trademark preparation and prosecution skills.

Michigan Supreme Court

May 2003 – Aug. 2003

Judicial Intern for Justice Cavanagh

- Drafted brief notes summarizing research on diverse areas of Michigan law in support of legal opinions.

Administrative Controls Management, Inc.

May 2001 – Aug. 2002

Project Controls Specialist

- Contract Project Manager in Ford Motor Company's OBD II Calibration division (now part of Powertrain / Base Engine Calibration).
- Created timed program list of all calibration tasks using Microsoft Project software, updated with current status from calibration engineers, and prepared models of expected program timing completion for department supervisors and manager.

ELIZABETH K. BROCK

Education

Wayne State University Law School
Detroit, Michigan
J.D., May 2005, Moot Court Member

University of Michigan
Ann Arbor, Michigan
B.A., English Language and Literature, May 1999

University of London College of Law
London, United Kingdom
Comparative Legal Studies, Aug. – Dec. 2004

Professional Organizations

State Bar of Michigan, Council Member of Intellectual Property Law Section; International Trademark Association (prior committee member); American Intellectual Property Law Association; Michigan Intellectual Property Law Association.

Publications & Speaking Engagements

- Presenter, Clarivate/MarkMonitor webinar: “Double-edged strategy: A holistic approach to managing trademark and domain portfolios,” September 2020 (~1,000 participants).
- Panelist at MarkMonitor Summit on topic of streamlining domain name portfolios, May 2019.
- Joint presenter at LegUp! (Livingston Entrepreneurs Group United for Prosperity) covering the topic of Intellectual Property Protection: Trademarks and Patents, November 2014.
- Author or verifier of 30 articles published in *INTA Bulletin* as member of *INTA Bulletin Law & Practice*–Americas Subcommittee, 2008 – 2013. Representative samples:
 - “Plaintiff in Counterfeiting Case Cannot Receive Both Statutory Damages and Attorney’s Fees,” *INTA Bulletin*, Vol. 63, No. 5 – March 1, 2008.
 - “Tampering with UPCs Can Constitute Trademark Infringement,” *INTA Bulletin*, Vol. 64, No. 19 – October 15, 2009.
 - “Leaner and Greener: ICANN Announces (Almost) Paperless UDRP Procedures,” *INTA Bulletin*, Vol. 65, No. 3 – February 1, 2010.
 - “Prompt Filing of Supplemental Response Cures Deficiency in Expert Disclosures,” *INTA Bulletin*, Vol. 66, No. 9 – May 1, 2011.
 - “Opposer Unable to Parlay Unlawful Use Claim into Priority for Wine Mark,” *INTA Bulletin*, Vol. 68, No. 3 – February 1, 2013.
- Panelist at MarkMonitor Forum on topic of effective domain portfolio management strategy and challenges, October 2012.