

# The Trademark Lawyer

GLOBAL REACH, LOCAL KNOWLEDGE

[www.trademarklawyermagazine.com](http://www.trademarklawyermagazine.com)

## Annual 2024

**The American IDEA Act**

Page 14

**An interview with Exotec's Head of IP**

Page 18

**Changing Landscapes: Mexico**

Page 22

**Geographic indication in China**

Page 27

**2023 in review: *The Trademark Lawyer* Editorial Board provide jurisdictional overviews that will influence IP in 2024 and beyond**



# Women in IP Leadership

Celebrating achievements and continuing  
the empowerment of women





This segment is dedicated to women working in the IP industry, providing a platform to share real accounts from rising women around the globe. In these interviews we will be discussing experiences, celebrating milestones and achievements, and putting forward ideas for advancing equality and diversity.

By providing a platform to share personal experiences we aim to continue the empowerment of women in the world of IP.



If you would like the opportunity to share your experiences with *Women in IP Leadership*, would like to nominate an individual to be involved, or would like to learn more about sponsorship, please contact our Editor.



# Wei Wei Jeang: Co-Founder, Fulton Jeang

---

**An interview: inspirations, experiences, and ideas for equality.**

---

Over a 30+ year career, Wei Wei has proven to be a formidable force in Dallas business and US patent law. An award-winning patent attorney, she has represented Fortune 500 companies (e.g., Texas Instruments, EDS, Caterpillar, Research in Motion, Nokia, Nortel, Alcatel), startups, and engineers in protecting intellectual property that has driven billions of dollars in revenue. In August 2023, Wei Wei co-founded the law firm, Fulton Jeang PLLC, a full-service law firm that currently has an attorney roster of 22 diverse attorneys who were former BigLaw partners, in-house general counsels, and senior lawyers.

Wei Wei has served as the Chair, Council Member, and Webmaster of the Intellectual Property Law Section of the Dallas Bar Association, President and Webmaster of the Dallas Asian American Bar Association, State Bar of Texas Intellectual Property Section Diversity Task Force Chair.

Wei Wei has been consistently recognized as one of "The Best Lawyers in America," "Best Lawyers in Dallas," "Best Women Lawyers in Dallas," "Texas Super Lawyers," and "Lawyer of the Year." Wei Wei was also recognized as a finalist for the Lifetime Achievement Award by the Texas Minority Counsel Program in 2022. Further, Wei Wei was recognized by the Southwest Jewish Congress as an "Inspiring Woman of the Southwest."

In addition to her role at Fulton Jeang PLLC, Wei Wei is co-founder and chief legal officer of Redmon Jeang LLC which has a patented mobile lawyer technology solution that enables drivers to summon licensed lawyers for assistance during a traffic stop or accident. The goal of this mobile lawyer technology is to provide legal counsel and de-escalate potential tensions. The technology uses a mobile app and can be incorporated into vehicles as OEM equipment.





“  
**Companies need to insist that their outside law firms hire women lawyers, utilize them on their projects, and promote them.**  
 ”

#### **What inspired your career?**

The inspiration for my legal career down the path of patent law is my intense interest in innovations, technology, and creativity. My education is in computer engineering, and I knew that there would be innovations on a revolutionary scale in my lifetime, and I wanted to be a part of it.

#### **How have you found the pathway to your current position? And can you offer advice from your experience?**

My partner, Suzy Fulton, and I founded our firm, Fulton Jeang PLLC, earlier this year. Suzy and I met 25+ years ago when we were both actively involved with the local Asian American bar association in leadership roles. We were part of the small core group that brought the national Asian American bar association conference to Dallas for the first time, and organized and hosted the entire event. We have been through the trenches together and worked together to solve tough problems to strive for a common goal. Needless to say that our relationship extends beyond the professional level to almost family.

My advice to younger lawyers would be to get involved in missions and passions that are important to you, and those relationships that you make will nourish you for the rest of your life.

#### **What challenges have you faced? And how have you overcome them?**

In my 30-year legal career, the challenges have been to adapt to different law firm environments, internal politics, and cultures. I don't have a good answer for how to overcome these challenges except to form my own firm where I am instrumental in cultivating and shaping our own firm culture and work environment.

#### **What would you consider to be your greatest achievement in your career so far?**

I consider my greatest achievement and the pinnacle of my career to be the founding of our firm, Fulton Jeang PLLC. We are a Texas-based full-service law firm with 22 lawyers, the majority of whom were BigLaw partners, general counsels, and senior-level in-house lawyers. We have one of the most diverse groups of lawyers in terms of gender and ethnicity. We provide the right environment and support to enable our lawyers to serve their clients in an efficient, diligent, and cost-effective manner. Leveraging our innovative virtual law firm platform, talented lawyers can shape and advance their legal careers according to their own plans and preferences without geographical limitations or firm-imposed artificial constraints. We believe in empowering our lawyers by providing them with cutting-edge technology and a flexible work environment, allowing them to serve their clients

efficiently and effectively. Our lawyers have the opportunity to earn a substantial income, as a significant percentage of their billings goes directly into their pockets. FJ lawyers also have a built-in internal referral network that enables them to financially benefit from work origination.

#### **What are your future career aspirations? And how will you work to achieve them?**

I will be working hard to build upon the great foundation we have established for Fulton Jeang PLLC so that our lawyers are happy and their clients are happy. I am especially focused on using technology such as artificial intelligence tools that make us work better and more efficiently.

#### **What changes would you like to see in the IP industry regarding equality and diversity in the next five years?**

There is still a significant shortage of women in the patent area and in law firms in general. Women are still not at the executive level or making key decisions. They are often relegated to areas considered more in the realm of women's domain, such as human resources and hiring. The success of our firm, with two women at the helm, will be a beacon to show the rest of the legal world that women can make the tough decisions that will steer law firms to success.

#### **How do you think the empowerment of women can be continued and expanded in the IP sector?**

The bottom line for all law firms is their client base. We need companies to recognize that unless they put their money where their mouth is and hire women lawyers internally and externally, women lawyers, especially women-owned law firms, will have a tough time succeeding in the legal field because of the inherent biases they battle every moment of every day. Companies need to insist that their outside law firms hire women lawyers, utilize them on their projects, and promote them. Companies need law firms to demonstrate that women lawyers are not merely used as window dressing on pitches but are actually given the opportunity to do important work.



# Catherine Wiseman: Head of Trademarks, Barker Brettell

**An interview: inspirations, experiences, and ideas for equality.**

**C**atherine Wiseman is Head of Barker Brettell's trademark team and a senior member of the firm's management board. She has been named as one of the world's leading trademark professionals in the WTR 1000 for many years, ranked as one of IP Stars Top 250 Women in IP (2017 to 2023), and is classed as a Band 1 attorney in Chambers & Partners.

Drawing on a wealth of experience, Catherine advises clients on a wide range of trademark matters including global portfolio management and prosecution. She is excellent at negotiating and managing conflict matters, consistently getting positive outcomes.

## **What inspired your career?**

I did a law degree and the post-graduate diploma of law, with the aim of being a solicitor. However, even with a 2:1 degree in law from the University of Birmingham, I struggled to get a training contract during the recession in the mid-1990s. I saw an advert in a graduate magazine for a trademark attorney, that requested an interest in law, marketing, and foreign languages. I applied and made it down to the last two candidates, one guy and me. I was interviewed by two partners of the firm, one male and one female. The female partner, Sarah Lait, wanted to recruit me; the male partner wanted the guy. She got her own way, as I was to train under her, and so my journey began with her as my mentor.

## **How have you found the pathway to your current position? And can you offer advice from your experience?**

Having a great mentor in Sarah was invaluable: I'd suggest finding an equivalent mentor to help you move through your professional life. Sarah supported and backed me for partner in 2001/2, and continued to remain a great source of support all the way through my career, both professionally







**That's not to say I haven't encountered sexist behavior, but my support network at the firm and at home has empowered me to either defend myself or rebuff inappropriate remarks.**



and personally, until she took early retirement in 2019. Having her as a role model and supporter was crucial in my progression at the firm.

At home, Sarah's husband was also a trailblazer: he gave up his career to be a stay-at-home dad. Today, a number of female partners at Barker Brettell – including me – have husbands who are doing the same to help support us and our careers.

**What challenges have you faced? And how have you overcome them?**

I count myself incredibly lucky in not really facing any serious challenges in my career because of my gender. At Barker Brettell, I have not felt discriminated against and am now part of a partnership where seven out of the 11 partners are women.

That's not to say I haven't encountered sexist behavior, but my support network at the firm and at home has empowered me to either defend myself or rebuff inappropriate remarks. I have however heard of the challenges that other women have faced in IP, including being passed over for promotion and also sexual harassment.

It's fair, however, to say that I have faced my own mental challenges; being mainly maternal guilt and envy, when it comes to my sons, who are now 16 and 18. I have always been a dedicated mum at the weekend and in the holidays, but I was rarely the one who was at home when they came in from school, so I do feel I have missed out on aspects of their childhood and at times I have resented that, especially in more stressful periods of my career, like the global recession in 2008/9. But equally, I content myself with the fact that my husband has been there for them, and between us we have made a wonderful home life for them. Not that many children these days have the luxury of having a parent at home.

**What would you consider to be your greatest achievement in your career so far?**

I always knew I wanted to make partner, and so I guess that is my greatest achievement, together with watching how the firm's trademark team has grown from the two partners and me in 1996, to the now 20 attorneys based in the UK and Sweden. We have a wonderful collegiate team that I am very proud of.

**What are your future career aspirations? And how will you work to achieve them?**

I've been a trademark attorney for 27 years now, partner for 22 years, and head of the trademark team for four years. I have participated in lots of different roles at a partnership level, such as looking after the finance and facilities team, and now looking after the business development team. So I feel pretty content with where my

career is at right now. I'm now trying to give a little bit back to the profession by sitting on our institute (CITMA) Council and contributing to committee work around representation rights, and more recently being a CITMA mentor for attorneys coming through the profession.

**What changes would you like to see in the IP industry regarding equality and diversity in the next five years?**

I think the IP community in the UK is working extremely hard at equality and diversity, with IP Inclusive forging ahead with its agenda and talks on different topics. I'd like to see continued and sustained focus on mental wellbeing, as I think this is going to be an even bigger issue for the workplace in the future. A generation of Covid kids will be coming into the workplace in the next few years, and I think this will present some extreme challenges. We need to be ready and able to support this generation.

I also notice a lot of women around me battling the menopause. I know it's a topic that a lot of people don't like talking about, but I think increasing awareness of the struggles and symptoms that women encounter is important, so that colleagues can be supportive and helpful. It does rely on women being open about the challenges they are facing.

**How do you think the empowerment of women can be continued and expanded in the IP sector?**

I think that forming or joining women's support or networking groups is an important part of the empowerment of women. I have joined a women's network recently and it is fast becoming a forum where women can share their own experiences and challenges, and how they have overcome them. Whilst I count myself as one of the lucky ones, it has particularly opened my eyes to the challenges that women face in other countries. Hopefully as a group, we can work together to improve the situation in other countries by sharing ideas on how to make progress.