

Chantal Hwang Barksdale
Apple Inc.
Bay Area, California
Chantal.Hwang@apple.com



Chantal Hwang Barksdale is an attorney in the Trademark & Copyright group at Apple Inc.

Previously, she was at Cooley LLP where she represented and counseled early-stage startups to Fortune 500 companies on a wide range of intellectual property issues involving trademark, copyright, domain name, licensing, advertising, social media, intermediary and secondary liability and rights of publicity issues. There, Chantal managed global trademark portfolios of well-known and famous brands, developing comprehensive trademark clearance, prosecution and enforcement strategies, and overseeing a global network of outside counsel in every major country to implement strategic approaches for enforcement and acquisition of intellectual property rights.

Chantal also litigated cases in federal court, as well as trademark opposition and cancellation proceedings before the Trademark Trial and Appeal Board. She initiated and handled more than 100 domain name dispute (UDRP) proceedings before the Forum (formerly known as the National Arbitration Forum) and the World Intellectual Property Organization (WIPO).

Prior to joining Cooley, Chantal was an associate in the media and entertainment practice group of an international law firm. Based in the firm's Los Angeles office, she represented and defended media and entertainment entities, hotel chains, and major insurance companies in federal and state court proceedings against various claims relating to film content, digital marketing and advertising campaigns.

Chantal has been featured in The Hollywood Reporter and Law360 for her efforts in successfully defending an Academy Award-winning director against defamation and breach of contract claims in California state court. She was a speaker on media-related issues surrounding digital privacy and First Amendment implications in social media, and authored an article published on Law360 titled, "Food Fight: Is 'Footlong' Really Just About 12 Inches?"

At the University of California, Los Angeles School of Law, she served as co-chair of the Public Interest Committee and an associate editor of the Asian Pacific American Law Journal. She was also a law clerk for the Los Angeles District Attorney's Office, the Legal Aid Foundation of Los Angeles (LAFLA) and the Asian Pacific Islander Legal Outreach (APILO).