

William G. Barber

The 104th President of the AIPLA

by Louis T. Pirkey

AIPLA's 104th President is unique, but he has much in common with prior leaders of the Association. Bill Barber becomes the first member of AIPLA's "Trademark Mafia" to become President of the Association. As a young lawyer who has earned his distinguished reputation in trademark law, Bill is a first. But in many ways he upholds the heritage of past leaders of AIPLA.

Many do not know that Bill is also a registered patent attorney, although he no longer practices in that field. In that respect he joins almost every Past President of the Association. He is also one of a countless number of chemical engineers to assume the presidency. He is the 8th Texan in roughly the last half century to become President. And like at least four other presidents, he is a graduate of the University of Texas and an avid fan of the Texas Longhorns.

Bill entered the profession in the firm founded by Tom Arnold, AIPLA's 71st President. Like many other leaders of the Association, Bill was a beneficiary of the Arnold legacy that shaped many aspects of intellectual property law and of this association. After a brief but successful stint in patent law, Bill found even greater success in trademark law, and it is trademark law that has defined his outstanding career. Having represented both plaintiffs and defendants, big and small, in some 500 trademark actions primarily in the federal courts, Bill is in an elite circle of experienced trademark experts.

Bill was born in Austin into a family of high achievers. His father went from a small Texas town to Harvard Law School and became an outstanding trial lawyer in Austin. His brother and two sisters all graduated from the University of Texas (UT) at the top of their classes and have many achievements of their own.



Bill received his chemical engineering degree with highest honors from the UT in 1984, and his law degree from UT, with high honors, in 1987.

Bill entered the profession as a law clerk at Texas-based

Arnold, White & Durkee while still in law school and, upon his graduation, joined that firm where he eventually became a shareholder. When Arnold, White & Durkee merged into another firm in 2000, Bill joined many of his Austin colleagues as a partner at Fulbright & Jaworski. Then, in 2006, he became a founding and name partner of the trademark boutique, Pirkey Barber LLP, where he practices today.

Bill's partners at Pirkey Barber LLP know him as a person who always seems to have a good answer for the toughest of questions. Knowledgeable, studious, thorough, thoughtful and detail-oriented, while still understanding the big picture, Bill is the perfect colleague.



The sparkle in Bill's life comes from his vivacious wife Melinda, a west Texas girl with a smile as big as the Lone Star State. He and Melinda are the proud parents of three daughters, Robyn, Elyse, and Melynn. Both Bill and Melinda are close to their large families, and despite his many professional duties Bill manages to spend a lot of quality time with the families.

AIPLA is not the only organization Bill has blessed with his talents. He has served in various capacities with a number of other professional associations, written numerous articles and given many lectures on topics in trademark law. He also served for many years as an adjunct professor of Trademark Law at the University of Texas School of Law.

Our Association is fortunate to be able to borrow the talents of Bill Barber during 2011-2012 as he serves as its 104th President.