

Tiffany Shimada

Partner

shimada.tiffany@dorsey.com

Salt Lake City – 801.579.7409



Tiffany helps clients protect brands through strategic intellectual property portfolio management and enforcement.

She advises clients with trademark, copyright, advertising, social media, and complex brand protection and management issues. With a background in intellectual property valuation, Tiffany deeply understands and respects the worth of intangible assets and enjoys helping clients maximize their value. As a trademark and copyright lawyer, Tiffany works with brand owners and managers nationally and globally to protect their intellectual property across a wide array of industries, including medical devices, financial services, food and beverage, outdoor sports and hunting, logistics, direct marketing, online retail marketplaces, entertainment, health care, apparel, cosmetics, renewable energy, and artificial intelligence. She counsels clients through all aspects of brand selection, protection, and risk management issues, such as claim substantiation, comparative advertising, influencer marketing, and promotions.

Select Experience

- Advertising review and clearance of product packaging, promotional materials, and commercials for global electronics device manufacturer.
- Advice regarding social media advertising and influencer marketing issues, and related agreements.
- Global trademark prosecution and enforcement for large international online marketplace, industrial consumer products, and educational services provider.
- U.S. trademark portfolio management for large international food and beverage company.

Court Admissions

- U.S. District Courts for the District of Utah and Northern District of Illinois

Education

- DePaul University
College of Law (J.D., 2009)
- Indiana University
(B.S., Finance, 2001)

Bar Admissions

- Illinois
- Utah

Professional Affiliations

- Fellow, American Bar Foundation
- Board Member, Utah Black Chamber
- Board of Directors, Utah Black Lawyers Association
- Council Member, American Bar Association Section of Litigation
- Member, David K. Winder IP Inn of Court
- Member, Women Lawyers of Utah
- Member, International Trademark Association (INTA)
- Member, Copyright Society of the USA
- Member, National Bar Association
- Member, Utah Bar Association
- Representative, ABA House of Delegates for the Utah State Bar
- Commissioner, ABA Commission on Women in the Profession
- Member, KUER Advisory Board

Clerkships

- U.S. District Court for the Northern District of Illinois, Honorable Ronald Guzmán

Accolades

- *Chambers USA*, Intellectual Property, Utah, 2017-2021, 2023-2026
- *Mountain States Super Lawyers®*, 2025-2026
- *Best Lawyers in America®*, 2024-2026
- *Best Lawyers® Lawyer of the Year*, Trademark Law, Salt Lake City, 2025
- *World Trademark Review 1000 – The World's Leading Trademark Professionals*, Leading Practitioner, 2023-2026
- *World Trademark Review's Global Leaders Guide: Private Practice*, Global Leader, 2025
- *Utah Business Magazine*, "Utah Legal Elite – Intellectual Property," 2021, 2025
- *Chambers USA*, Notable Practitioners, 2017-2021
- *Mountain States Super Lawyers®*, "Rising Stars," 2020
- Utah's "40 Over 40," 2024
- *World Intellectual Property Review (WIPR)*, "Shining Light/Influential Women in IP," 2023
- The National Black Lawyers, "Top 100 in Utah," 2022-2023
- State Farm 2020/2021 Rising Star Academy
- Leadership Counsel on Legal Diversity Pathfinders Program, 2019

Languages

- Spanish

Insights

2026

Balancing Humility and Confidence: Is It Possible?

November 5, 2021

How to mitigate the risk of marketing-related lawsuits

July 31, 2021

Tiffany Shimada Comments on Use of Olympics Branding

May 21, 2019

Mission Accomplished: Supreme Court Rules Licensees May Use Licensed Marks Following Rejection in Bankruptcy

December 6, 2018

Chemical Industry Update - December 2018

February 23, 2018

IP Hires: BakerHostetler, Dickinson Wright, Dorsey

February 22, 2018

Personnel Changes at IP Law Firms, Organizations

February 22, 2018

Utah Business: People on the Move