WILLIAM K. FORD

UIC Law School
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EDUCATION

UNIVERSITY OF CHICAGO LAW SCHOOL
J.D. (2003)

- Graduation with Honors (Order of the Coif)
- Symposium Editor, *The University of Chicago Legal Forum*
- Co-chair, Hinton Moot Court
- Editor, "Twenty-first Annual National Student Federalist Society Symposium on Law and Public Policy," 26 *Harvard Journal of Law and Public Policy* (Fall 2002)
- Awards: D. Francis Bustin Prize; Karl Llewellyn Memorial Cup; Thomas R. Mulroy Prize; and Bell, Boyd, & Lloyd Award
- Cornerstone Scholar (2001-2002, 2002-2003)

UNIVERSITY OF MICHIGAN (Summer 2001)
Inter-University Consortium for Political and Social Research (ICPSR)
Summer Program in Quantitative Methods

UNIVERSITY OF CALIFORNIA, SANTA BARBARA
M.A. (1999), C.Phil. (2000), Political Science

CALIFORNIA STATE UNIVERSITY, FULLERTON
B.A. (1995), Business Administration, Marketing Concentration (Major), Political Science (Minor)

WORK EXPERIENCE

UIC LAW SCHOOL (formerly John Marshall Law School) (2006 – present)
Position: Professor of Law
Courses: Advanced Intellectual Property
Advanced Scientific Evidence
AI-Integrated Legal Analysis
Conflict of Laws
Constitutional Law I (federalism and separation of powers)
Constitutional Theory Seminar
Contracts I
Contracts II
Federal Courts
Intellectual Property Survey
Right of Publicity
Trademark Law
Unfair Competition and Trade Regulation
Video Game Law
War, Military, and Emergency Powers

UNIVERSITY OF CHICAGO LAW SCHOOL (2004 – 2006)
Position: Bigelow Teaching Fellow and Lecturer in Law
Courses: Legal Research and Writing
Seminar on Judicial Decision-Making
The U.S. Legal System (short course in the Graham School of General Studies)

IRELL & MANELLA LLP (Los Angeles, California) (2003 – 2004)
Position: Litigation Associate (Summer Associate in 2002)

UNIVERSITY OF CALIFORNIA, SANTA BARBARA (1998 – 2000)
Position: Research Assistant and Teaching Assistant, Department of Political Science

SUPREME COURT OF THE UNITED STATES (1996)
Position: Summer Intern, Office of the Administrative Assistance to the Chief Justice
Judicial Intern, Judicial Fellow's Office

PUBLICATIONS

"Foreward, Symposium on the Retirement of Justice Stephen Breyer," 21 *UIC Rev. Intell. Prop. L.* 35 (2022)

"So Are Games Coffee Mugs or What? Games and the Right of Publicity Revisited," 19 *UIC Rev. Intell. Prop. L.* 178 (2020)

"Implications of Video Games and Immersive Entertainment in Trademark Law," in *Computer Games and Immersive Entertainment* (ABA Section of Intellectual Property Law 2019) (with Anna King) (revised and updated version of the 2010 chapter below).

"Restoring *Rogers*: Video Games, False Association Claims, and the 'Explicitly Misleading' Use of Trademarks," 16 *J. Marshall Rev. Intell. Prop. L.* 306 (2017)

Contributor and Co-Editor with Elizabeth Mertz and Gregory Matoesian, *Translating the Social World for Law: Linguistic Tools for a New Legal Realism* (Oxford University Press 2016)

Chapter Contribution: "The Law and Science of Video Game Violence: Who Lost More in Translation?"

"The Law and Science of Video Game Violence: What Was Lost in Translation?," 31 *Cardozo Arts & Entertainment Law Journal* 297 (2013)

"Copy Game for High Score: The First Video Game Lawsuit," 20 *Journal of Intellectual Property Law* 1 (2012)

"Games Are Not Coffee Mugs: Games and the Right of Publicity," 29 *Santa Clara Journal of Computer and High Technology Law* 1 (2012) (with Raizel Liebler)

"Virtual Justice: The New Laws of Online Worlds by Greg Lastowka," 1 *The IP Law Book Review* 61 (2011)

"Implications of Video Games and Virtual Worlds in Trademark Law," in *Computer Games and Virtual Worlds*, (ABA Section of Intellectual Property Law 2010) (with Ben Manevitz)

"The Rehnquist Court in Empirical and Statistical Retrospective: An Empirical Analysis of the Confirmation Hearings of the Justices of the Rehnquist Natural Court, 24 *Constitutional Commentary* 127 (2007) (w/ Jason Czarnezki and Lori Ringhand)

"Judging Expertise in Copyright Law," 14 *Journal of Intellectual Property Law* 1 (2006)

"The Phantom Philosophy? An Empirical Investigation of Legal Interpretation," 65 *Maryland Law Review* 841 (2006) (w/ Jason Czarnezki)

PRESENTATIONS/PANELS

2025 Chicagoland Junior Scholars Conference, Commenter (contract law paper and AI/products liability paper) (September 26, 2025)

2023 Chicagoland Junior Scholars Conference, Commenter (trademark law paper), Loyola Law School (October 6, 2023)

65th Annual Intellectual Property Law Conference, "Trademark Law Panel" (moderator), UIC Law School, Chicago, Illinois (November 5, 2021) (virtual event)

UIC John Marshall Space Law Society, "Space Sustainability Panel" (moderator), UIC John Marshall Law School, Chicago, Illinois (March 19, 2021) (virtual event)

64th Annual Intellectual Property Law Conference, "Trademark Law Panel" (moderator), UIC John Marshall Law School, Chicago, Illinois (November 11, 2020) (virtual event)

63rd Annual Intellectual Property Law Conference, "Trademark Law Panel" (moderator), The John Marshall Law School, Chicago, Illinois (November 1, 2019)

Chicago Video Game Law Summit, "An Update on the First Amendment and Video Games," Chicago, Illinois (November 9, 2018)

Chicago Video Game Law Summit, "Current Issues in Video Game Law: 2018" (panelist), Chicago, Illinois (November 9, 2018)

62nd Annual Intellectual Property Law Conference, "Trademark Law Panel" (moderator), The John Marshall Law School, Chicago, Illinois (November 2, 2018)

61st Annual Intellectual Property Law Conference, "First Amendment, IP, and the Right of Publicity" (panelist), The John Marshall Law School, Chicago, Illinois (November 3, 2017)

Chicago Video Game Law Summit, "Tattoos, Athletes, and Video Games: Copyright and Other Problems" (panelist), Chicago, Illinois (June 2, 2017)

Chicago Video Game Law Summit, "Video Games and the Right of Publicity" (panel moderator), Chicago, Illinois (April 16, 2016)

Intellectual Property Owners Association 43rd Annual Meeting, "First Amendment Concerns and How They Impact Your IP Department" (panelist), Chicago, Illinois (September 28, 2015)

Chicago Video Game Law Summit, "The Video Game Violence Debate" (panelist) and "Recent Developments in Video Game Law" (panel moderator), Chicago, Illinois (March 27, 2015).

59th Annual Intellectual Property Law Conference, "The Right of Publicity and Entertainment Works," The John Marshall Law School, Chicago, IL (February 27, 2015)

John Marshall Law School Library Week, "Sherlock Holmes and the Case of the Public Domain," Chicago, Illinois (April 9, 2014)

WIPIP 2012, "*ProCD*: Tidying Up After the Stranger on the Street," University of Houston Law Center, Houston, Texas (February 11, 2012)

University of Chicago Law School Federalist Society, "BioShocking the First Amendment," Chicago, Illinois (October 27, 2011)

Cornell University Law School Federalist Society, "BioShocking the First Amendment," Ithaca, New York (September 1, 2011)

The Game Behind the Video Game, "Games are Not Coffee Mugs: Games and the Right of Publicity," Rutgers School of Communication and Information (April 9, 2011)

2011 Intellectual Property Scholars Roundtable, "Games are Not Coffee Mugs: Games and the Right of Publicity," (with Raizel Liebler) Drake University Law School (April 1, 2011)

Law & Society Association Annual Meeting, "Realist and Empirical Legal Methods—Roundtable—Can We Translate Law and Society? Toward a New Legal Realist Framework," Chicago, Illinois (May 28, 2010)

Thomas M. Cooley Law School Federalist Society and Student Intellectual Property Law Association, "Trademarks and the First Amendment: Trademarks in Artistic Works," Lansing, Michigan (March 22, 2010)

University of Houston Law Center Federalist Society and Intellectual Property Student Organization, "Trademarks and the First Amendment: What to do about Expressive Media?" Houston, Texas (March 1, 2010)

Texas Wesleyan School of Law Federalist Society, "Gaming the Right of Publicity: Game Over for Sports Licensing?," Fort Worth, Texas (October 29, 2008)

University of Wisconsin Law School Federalist Society, "Trademark Uses in Expressive Works," Madison, Wisconsin (October 22, 2008)

Sixth Annual Works in Progress Intellectual Property Colloquium, Tulane Law School, "The Copyrightability of Games," New Orleans, Louisiana (October 3, 2008)

52nd Annual Intellectual Property Law Conference, The John Marshall Law School Center for Intellectual Property Law, "Gaming the Right of Publicity," Chicago, Illinois (February 29, 2008)

Intellectual Property Scholars Conference, DePaul University School of Law, "The Use of Trademarks in Video Games: Focusing on the First Amendment," Chicago, Illinois (August 10, 2007)

First Annual Conference on Empirical Legal Studies, University of Texas School of Law, "An Empirical Analysis of Dissensus on the United States Courts of Appeals," Austin, Texas (October 2006)

University of Kentucky Randall-Park Distinguished Speakers Series, "Revelations in Supreme Court Confirmation Hearings? An Empirical Analysis of the Rehnquist Court," Lexington, Kentucky (October 2006)

Law & Society Association Annual Meeting, "An Empirical Analysis of Dissensus on the United States Courts of Appeals," Baltimore, Maryland (July 2006)

Chicago Junior Faculty Workshop, "Judging Expertise in Copyright Law," Chicago, Illinois (April 2006)

Chicago Junior Faculty Workshop, "The Phantom Philosophy?," Chicago, Illinois (October 2005)

The University of Chicago Law School Works-in-Progress Workshop, "The Phantom Philosophy?," Chicago, Illinois (September 2005)

Law & Society Association Annual Meeting, "The Phantom Philosophy?," Las Vegas, Nevada (June 2005)

Marquette University Law School Faculty Workshop, "The Phantom Philosophy?," Milwaukee, Wisconsin (May 2005)

The University of Chicago Legal Scholarship Workshop, "The Phantom Philosophy?," Chicago, Illinois (May 2003)

WEB VIDEOS

Games Are Not Coffee Mugs, Ep. 5, "The Video Game Industry and Hollywood" (Nov. 17, 2014) (w/ Patrick Sweeney)
https://www.youtube.com/watch?v=LDOb5_mrx9c

Games Are Not Coffee Mugs, Ep. 4, "Sports Games and the Right of Publicity" (July 17, 2014) (w/ J. Gordon Hylton, Jonathan S. Jennings, and Lester Munson)
https://www.youtube.com/watch?v=6lcDqR4Wqeg

Games Are Not Coffee Mugs, Ep. 3, "Video Game Copyright Litigation: The Early Years" (July 18, 2014) (w/ George H. Gerstman)
https://www.youtube.com/watch?v=cAM36keIs54

Games Are Not Coffee Mugs, Ep. 2, “Patenting Games” (July 18, 2014) (w/ Benjamin Liu)
https://www.youtube.com/watch?v=1bP1P0Qa9tI

Games Are Not Coffee Mugs, Ep. 1, “Games As a Medium of Expression” (July 17, 2014) (w/ Tom Dowd, Eugene Jarvis, and Doris Rusch)
https://www.youtube.com/watch?v=9l-535SyPHo

BAR MEMBERSHIPS

State Bar of California