

## Ruth Walters

Staff Attorney

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Ruth focuses on hospitality operations and intellectual property and technology transactions in the hospitality industry.

Ruth advises clients on matters such as group sales and event contracts, various vendor and consulting relationships, SaaS licenses, spa and restaurant third-party management agreements, in-licensing of video-on-demand technology, music licensing and co-branding and marketing agreements and practices. She also advises clients on contests and sweepstakes matters and other advertising and marketing-related issues.

### Education

J.D., University of Michigan Law School (*cum laude*), 2000

B.S., Indiana University (with distinction), 1996

### Professional Activities

Hospitality Sales and Marketing Association International,  
Member

Meeting Professionals International, Member

### Experience

Online inventory distribution agreements

Online inventory distribution agreements with major European online travel agents, such as GTA and Booking.com.

### Services

IP & Technology

Commercial & IP  
Transactions

Communications, Telecom &  
Media

Hospitality, Travel & Tourism

### Admissions

Washington

U.S. District Court, Western  
District of Washington

CRS platform, support and technology consultation agreement

Completed central reservation system (CRS) platform, support and technology consultation agreement.

Co-branded credit card agreements

Co-branded VISA card agreements (U.S.) with card brand and bank issuer.

International loyalty program and co-marketing agreements

Multiple international loyalty program and co-marketing agreements for hotel clients (e.g., MasterCard Europe, Visa/Kiwi, Jet Airways, Qatar Airlines, Air Singapore).

**News**

Greg Duff and Ruth Walters Highlight Potential Legal Issues of Post-COVID Social Media Efforts in *Hotel Executive*

*Hotel Executive*, 2.7.21

**Speaking Engagements**

"Group Sales and Event Contracting During (and After) COVID-19," The Virtual Hospitality Law Conference

Speaking Engagement

Virtual Event, 10.8.20

"Rate Parity Update", HSMIAI ROC Conference

Speaking Engagement

New Orleans, LA, 6.22.16

Revenue Optimization Conference

Speaking Engagement

New Orleans, LA, June 22, 2016

"Contracting in the Hospitality Business", MPI Cascadia Educational Conference

Speaking Engagement

Sunriver Resort, OR, 3.13.16

"Hotel & Restaurant Relationships," Hospitality Law Conference

Speaking Engagement

Houston, TX, 2.10.14

Best Western Owners' Fall Marketing Meeting

Speaking Engagement

Silverdale, WA, 9.17.13

"Perspectives on Non-Traditional Online Distribution Channels," 2013 Hospitality Law Conference  
Speaking Engagement  
Houston, TX, 2.12.13

"Contracting in the 21st Century: The Rising Significance of Guest Information and Intellectual Property," HFTP's Annual Convention & Trade Show  
Speaking Engagement  
Orlando, FL, 10.18.12

### **Legal Alerts**

Brand Protection in the Era of Exploding Domains  
7.29.15

### **Publications**

Intellectual Property in the Digital World  
*HOTEL Yearbook 2017*, 3.7.17

So What's in a Name? Understanding, Identifying, Protecting and Using Trademarks: The Basics for Hoteliers  
*HSMIAI*, 9.12.14

Protect Your Good Name... Keyword Advertising and Trademark License  
*Hospitality Upgrade*, 3.1.13