



## Jason P. Blair

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### Areas of Practice

Intellectual Property | Trademark | Trade Dress | Copyright | Sound Applications

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Jason Paul Blair handles a wide variety of intellectual property matters, with an emphasis on trademark, trade dress, and copyright issues. Prior to private practice, Mr. Blair was an examining attorney for the U.S. Patent & Trademark Office (USPTO) for over a decade. His direct involvement in the prosecution and examination of over 15,000 trademark applications in the USPTO affords him an extraordinary depth of experience in the trademark registration process.

In 2008, Mr. Blair was named the USPTO's Special Marks Examiner for Sound and Motion Marks, and was instrumental in implementing agency policy standards and procedures for trademarks incorporating sound or motion. In addition to examining all of the sound and motion mark applications, he drafted several provisions of the Trademark Manual of Examining Procedure (TMEP) dealing with those marks, was directly involved in the formulation of sound and motion mark policies, and worked with foreign government officials in efforts to harmonize sound and motion mark practices globally.

Mr. Blair received his B.A. in Political Science, cum laude, from the University of California, Los Angeles. He received his J.D., cum laude, from the University of Miami School of Law, where he was a Dean's Merit Scholar and received a Dean's Certificate of Achievement in Administrative and Trademark Law.

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### Experience

- Representation management of trademark portfolios for a wide range of clients, from small startups to multi-national companies with extensive worldwide trademark portfolios, including clearance, prosecution, maintenance and enforcement. Representative clients have included brand name restaurant and hospitality companies, sports franchises, technology companies, and institutions of higher education.

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- Representation of clients to identify and value protectable intellectual property to create filing and enforcement strategy that maximizes protection within an acceptable budget.
- Initiates and responds to cease-and-desist letters over trademark, copyright, and domain name disputes.
- Coordinates with foreign attorneys and legal associates to create a coherent worldwide trademark registration and enforcement strategy, including counterfeiting and "gray market" importing issues.
- Provides client marketing team training to advise of trademark and copyright issues, avoiding disputes in a proactive manner.
- Representation negotiating and drafting intellectual property licensing agreements as well as initiating and defending trademark opposition and cancellation proceedings before the Trademark Trial and Appeal Board (TTAB).
- Coordinates litigation counsel to form strategies for intellectual property litigation matters.
- Manages teams of IP attorneys and IP paralegals within the firm's practice.

#### **Other Endeavors:**

A professional singer and pianist from the age of six, Jason began his childhood career performing in Branson, Missouri, and eventually moved to Los Angeles, where he not only performed as a musical artist, but also worked in music production and promotion with several major label recording artists. Jason's knowledge of music theory and audiology are useful in sound mark and copyright matters, and his experience in artist promotion is invaluable in brand development and marketing strategy.

In addition to music, Jason loves spending time with his wife and young triplets, and also enjoys restoring classic cars.

#### **Admissions**

Texas

Indiana

Florida

U.S. District Court, Northern District of Indiana

U.S. District Court, Southern District of Indiana

U.S. District Court, Western District of Texas

#### **Memberships**

International Trademark Association (INTA)

The Honorable Lee Yeakel IP Inn of Court

Austin Intellectual Property Law Association (IPLA)