

Jessie Reider Cristo

Los Angeles, California
Senior Counsel

P (213) 891-5031
F (213) 896-0400
jreider@buchalter.com

Areas of Practice & Industry Specialties

Intellectual Property Law; Apparel & Consumer Products; Health Care/Life Sciences; Wine Industry Law



Jessie Reider Cristo concentrates her practice on trademark, copyright, licensing, trade secret and domain name matters, both domestically and internationally. Ms. Cristo's experience includes intellectual property audits, domestic and international trademark clearance searches, trademark prosecution and maintenance, trademark and copyright enforcement; negotiating license agreements, negotiating settlement agreements, negotiating software license agreements, negotiating service agreements, negotiating web development agreements, drafting terms of use and privacy policies, advising on the transmission of commercial communications, including CAN-SPAM and TCPA compliance, trademark litigation, Trademark Trial and Appeal Board proceedings, and Uniform Domain Name Resolution Proceedings.

Ms. Cristo has been recognized by *Super Lawyer Magazine* as a Southern California Super Lawyer in 2018-2020 and a Super Lawyer Rising Star in 2013, 2015 and 2019.

Representative Matters

- Represented Salt & Stone, Inc., a skin and body care company, in its investment by Humble Growth Partners
- Represented Bloom Nutrition, a leading provider of greens and superfoods, in its investment by Nutrabolt
- Represented Roon Labs, an audiophile-grade multi-room and multi-connectivity music streaming platform, in its sale to Samsung subsidiary, Harman
- Represented Sauce Ventures, LLC (dba TRUFF) in its investment by SKKY Partners, a private equity fund co-founded by Kim Kardashian and Jay Sammons
- Represented Turbo Wholesale Tires, a national and international tire supplier of proprietary and third party brands, in its strategic investment by Kingswood Capital Management, LP
- Represented Patrick Ta Beauty, a luxury cosmetics line, in its investment by Stride Consumer Partners
- Represented Endeavour Capital and the other equity holders of Johnny Was in the sale of Johnny Was to Oxford Industries
- Represented JOCKO FUEL, an energy drink and supplement company co-founded by ex-Navy Seal Team Leader and podcaster, Jocko Wilnick, in its investment by Goode Partners
- Represented Inspire Fitness, a leader in state-of-the-art fitness equipment, in its sale to HighPost Capital
- Represented Raw Sugar in its sale to WM Partners
- Represented Xponential Fitness in its acquisition of Rumble, Pure Barre, LLC. and AKT (Anne Kaiser Technique)
- Represented Bocchi Laboratories in its sale to Bright International LLC
- Represented Mad Engine, LLC in its sale to Platinum Equity

- Represented CriticalPoint Capital, LLC in its acquisition of Farm Supply Distribution
- Represented Golden State Distillery in its transaction with Deutsch Family Wine and Spirits
- Represented Rails International in its investment by SK Holdings
- Represented sellers in the sale of Roger CPA Review to strategic buyer
- Represented Apparel Production Services in its acquisition of Active Ride Shop
- Represented Ceilings Plus in its sale to USG Corporation
- Represented Ju-Ju-Be in its investment by Bregal Partners
- Represented Club Pilates, the largest franchisor of Pilates studios in the United States, in its investment from TPG Growth, the middle market and growth equity platform of alternative asset firm TPG
- Advised Mad Engine, LLC, a leading global licensed apparel company, in its acquisitions of Neff Headwear and Lifted Research Group (LRG)
- Represented Snak Club and New Century Snacks in its investment by Insignia Capital.
- Prosecuted, maintained and enforced worldwide trademark portfolios for:
 - British luxury car company
 - Chain of restaurants
 - Australian plant breeder, with over fifty varieties
 - National apparel manufacturers and retailers
- Negotiated license agreements with over \$100 million worth of royalties, granting rights to use in the United States and abroad.
- Created Privacy Policies and Terms of Use for e-commerce websites and virtual world websites, including a Privacy Policy and strategic implementation of standard operating procedures for compliance with the Children's Online Privacy Protection Act for a virtual world gaming website.
- Participated in a WIPO Expedited Arbitration based on breach of an international Trademark Coexistence Agreement.
- Negotiated a joint promotion and sweepstakes with MTV Networks for an on-air and on-line sweepstakes.
- Advised clients on ability to promote and market via STMP and SMS text messaging, for compliance with CAN-SPAM and TCPA.

Publications

- Fashion Companies: A Step-By-Step Guide to Protection, *Buchalter Nemer Points & Authorities*, Fall 2012
- Celebrity Brands: To Wed or Not to Wed?, *Buchalter Nemer Points & Authorities*, Spring 2012
- Celebrity Brands: To Wed or Not to Wed?, *Buchalter Client Alert*, April 1, 2012

Education

Ms. Cristo earned her J.D. at the Benjamin N. Cardozo School of Law with a Certificate in Intellectual Property in 2004. While in law school, she was the Subscriptions Editor and Executive Editor of the *Cardozo Women's Law Journal*. She graduated from Emory University with a degree in International Studies in 2001.

Bar Admissions

- California

- Oklahoma
- Washington

Court Admissions

- U.S. District Court Central District of California
- U.S. District Court Northern District of California

Community

- Past President, Long Beach Barristers
- Former Officer of the Los Angeles Intellectual Property American Inn of Court
- Board of Governors, Long Beach Bar Association