

Jessie K. Reider

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Senior Counsel

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Jessie Reider is Senior Counsel in the Firm's Intellectual Property Practice Group in Los Angeles where she concentrates her practice on trademark, copyright, licensing, trade secret and domain name matters, both domestically and internationally. Jessie'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.

Representative Matters

- 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.

Jessie also advises clients on how to reduce their intellectual property budgets. She has developed a program, "Lower Your IP Legal Fees While You Increase Your Legal Protection", detailing cost saving measures, without sacrificing protection, and is pleased to work with clients on implementation.

Recent Publications and Presentations

- Co-Author, "Fashion Companies: A Step-By-Step Guide to Protection," Buchalter Nemer *Points & Authorities*, Fall 2012
- Co-Author, "Celebrity Brands: To Wed or Not to Wed?," *Points and Authorities*, Spring 2012
- "Apparently, These Red-Soled Shoes Are Only Made for Walking, Not for Protecting," *Client Alert*, August 2011
- Interview, "How to Protect Your Invention," *Intuit Small Business Blog*, February 22, 2011
- Interview, "How to Protect Your Brand," *Intuit Small Business Blog*, January 13, 2011
- Co-author, "HR and the Twitterverse," *CFOzone*, July 2, 2010
- Co-author, "Social Networking by Employees: Is It Any of Your Company's Business?" *TLNT*, July 1, 2010

- “Digital Protection: Using Terms of Use and Privacy Policies to Shield Your Company,” BN Teleseminar, February 24, 2010
- Co-author, “Social Networking: Is it Your Business?” *Points & Authorities*, Winter 2010
- “Facebook, Inc. to Allow Trademark Owners to Protect Their Rights,” *Client Alert*, June 2009
- “Lower Your IP Legal Fees While You Increase Your Legal Protection”

Community Involvement

Jessie has been recognized as a Southern California *Super Lawyer Rising Star* in 2013 and 2015. She is a past President of the Long Beach Barristers, a past officer of the Los Angeles Intellectual Property American Inn of Court, and served on the Board of Governors of the Long Beach Bar Association.

Education

Jessie 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.

Areas of Practice

Intellectual Property

Industry Specialties

Consumer Products, Apparel and Textiles
Health Care and Life Sciences
Wineries, Vineyards and Breweries

Bar Admissions

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



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