



M. COURTNEY JACKSON

PARTNER

St. Louis, MO

314.259.4784

cjackson@atllp.com



As a partner in the intellectual property group, Courtney Jackson focuses her practice on domestic and foreign trademark portfolio management. Most often, she provides counsel regarding brand management, strategy and related operational issues involving trademarks and copyrights.

For various national and international organizations, Courtney assists in the development, maintenance and protection of their trademark portfolios. She gives opinions relating to trademark selection, protection and infringement issues. She also negotiates and drafts worldwide agreements relating to the licensing and coexistence of intellectual property rights and the distribution of related products.

In addition to providing counsel on product packaging, advertising and marketing materials, Courtney assists clients in the creation and legal implementation of marketing promotions, including sweepstakes and contests that often involve social media. Courtney also works closely with the firm's IP litigators to assess risk, develop strategy, and drive litigation, threatened lawsuits and other IP-related disputes to successful resolution for her clients. Additionally, Courtney handles the IP due diligence and related aspects of complex business transactions, specifically brand acquisitions and divestitures.

Courtney represents clients in a wide range of industries including consumer products, fashion, retail, animal care, skincare, gaming, food and beverage, financial and software industries.

SERVICES AND INDUSTRIES

Copyright

Intellectual Property

Trademark

Intellectual Property Litigation

Outside Corporate Counsel

Mergers and Acquisitions

Technology Transactions

Consumer Products and

Services

Energy and Utilities

ADMISSIONS

Missouri

EDUCATION

- Saint Louis University School of Law (J.D., 2007)
 - Student Bar Association
 - Public Interest Law Group
 - Presidential Election Judge, 2004
- Loyola University (B.A., *Dean's List*, 2005)
 - English, Minors in French and Theatre
 - Loyola University Honors Program
 - Loyola Presidential Scholarship for Academic Excellence
 - Wesley Jessen Academic Scholarship
 - National Society of Collegiate Scholars

PROFESSIONAL ACTIVITIES

- The Missouri Bar
- International Trademark Association

CHARITABLE AND CIVIC INVOLVEMENT

- St. Clement of Rome Parish Liturgical Choir (2010-Present)

ACCOLADES

- World Trademark Review (WTR) 1000, Recommended Individual (2021-present)
- Top 200 USPTO Representative, TrademarkNow (2018)

BACKGROUND

Prior to joining the firm, Courtney served as corporate counsel for Kellwood Company, a privately held organization specializing in apparel design, manufacturing, wholesale sales and retail. At Kellwood, Courtney managed the trademark, copyright and patent portfolios for numerous fashion and outdoor brands.

EXPERIENCE

\$65 Million Sale of Specialty Home Furnishings Business

Represented the seller, a manufacturer of specialty home furnishings, in its acquisition by a leading brand aggregator in numerous different consumer products spaces. The sale, for \$65 million in cash and equity, represented the buyer's first acquisition in the home furnishings space. We also provided counsel on employment, employee benefits, tax, patent, and intellectual property aspects of the transaction.

IP, IT Diligence for \$135 Million Acquisition of Animal Health Products Manufacturer

Represented a manufacturer and marketer of pet care and nutrition products in its \$135 million acquisition of a wholesaler of small-animal wellness brands. Handled diligence on all intellectual property and information technology aspects of the transaction.

Acquisition of Online Apparel Ecommerce Business, Related IP Assets

Represented an investment firm client in the acquisition at auction of an online specialty retailer's ecommerce business and related intellectual property assets, including trademarks and domain names, as well as merchandise and other assets. Transaction included negotiating asset purchase agreement, participating in bankruptcy negotiations, review of IP contracts, negotiating of loan document, conducting diligence of IP, as well as transition agreement for continued operation of ecommerce websites and onboarding of IP portfolio.

Filed Trademarks for Retirement Plan Provider in Naming of Major Sports Stadium

Served as IP counsel to a retirement plan provider related to their involvement in purchasing naming rights to a major U.S. sports stadium. Provided counsel on and filed for trademark protection of names and logos following multi-year deal.

Acquisition of Construction Contracting Business

Assisted client in the acquisition of a construction contracting business to allow for geographic expansion.

Outside Corporate Counsel for Global Consumer Products Company

Outside corporate counsel to a global consumer products company, including prosecution and management of a worldwide trademark portfolio, negotiation of mergers and acquisitions, advice regarding commercial contracts and consumer products liability issues, and handling of data privacy issues.

Outside IP Counsel, Trademark Prosecution for Global Consumer Products Company

Served as outside intellectual property counsel to a global consumer products company, advising on the clearance of proposed trademarks, prosecuting a high volume of applications across a wide range of consumer products, and managing the client's portfolios worldwide.

Successfully Secured Photo Usage Rights for Animal Care Client

Drafted and successfully secured releases for the authorized use of third-party photographs in animal care client's marketing and advertising campaigns.

Risk Analysis for Use of Celebrity's Name and Likeness in Literary Work

Provided analysis and recommendations regarding liability risk associated with use of a famous celebrity's name and likeness in an original literary work. The project included an in-depth review of the legal concepts of right of publicity, invasion of privacy, misappropriation, false light and defamation.

50-plus Copyright Applications for Agricultural Client

Prosecuted and successfully registered over 50 copyright applications with the U.S. Copyright Office for the client, a manufacturer of agricultural sprayers and product application systems.

Drafted Sales Promotions for Retail Client's Brands

Drafted and assisted in the successful implementation of various promotions, including social media-based sweepstakes, photo contests, and other advertising campaigns, in an effort to bring more visibility to and consumer interaction with the client's brands.

IP Agreements for Health Client Entering Third-Party Partnerships

Prepared various IP-related agreements including licenses, commercialization and joint development agreements, enabling client to successfully enter into partnerships with third parties.

IP Due Diligence in Business Acquisitions

Led the IP due diligence team in the successful acquisition of at least six animal care products businesses, resulting in the addition of hundreds of trademarks, patents, copyrights and domain names to the client's IP portfolio.

Protection of Global Footwear Company's Intellectual Property

Represented a global company in the footwear industry regarding the maintenance of its intellectual property portfolio and the protection of its brand.