Jill Feinberg

Trademark Of Counsel

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Services

Intellectual Property

Trademark, Copyright & Advertising

Brand Licensing & Related Transactions

Clearance & Portfolio Management

Online & Digital Enforcement

Industries

Retail & Consumer Goods

Technology

Jill Feinberg focuses her practice on domestic and international trademark clearance, prosecution, and enforcement. She counsels clients on product naming and brand development, brand expansion and enforcement, global portfolio strategy, and other intellectual property protection issues.

Prior to joining the firm, Jill was Counsel and then Senior Counsel in the Trademark and Copyright Legal Department at a multinational technology company in its Cupertino, California headquarters. As in-house trademark counsel, she was responsible for managing all aspects of several global portfolios and handling a wide range of brand-related matters. Previously, Jill worked as an associate in the San Francisco, California office of an international law firm where she advised clients, particularly in the technology, cosmetics, and personal care products industries, on brand strategy and protection.

While attending the University of California, Berkeley, School of Law, Jill served as a

judicial extern for the Honorable Charles R. Breyer, Senior District Judge, in the U.S. District Court for the Northern District of California. She served as Executive Editor for the *California Law Review* and as Associate Editor and then Executive Editor for the *Berkeley Technology Law Journal*.

Education

University of California, Berkeley, School of Law J.D. (2012) *Prosser Prize in Trademark Law*

University of Southern California B.A. (2009) *summa cum laude*

Admissions

California (2012)