

Highly Regarded Trademark Practitioner Jennifer Lantz Returns to Haynes and Boone Palo Alto Office

By Brian C. Kwok, Richard D. Rochford | February 2, 2016

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The Palo Alto office of Haynes Boone proudly welcomes the return of esteemed trademark lawyer Jennifer Lantz as a partner, adding her rich experience to an internationally recognized trademark practice that successfully protects and enforces some of the world's most famous marks.

Lantz has more than 20 years of experience helping clients protect their brands and other intellectual property. But her specialty is helping companies develop brands through enforcement policies, clearing their marks for use, registering marks in the U.S. and abroad, commercializing marks through licenses and merchandising agreements, assessing infringement risks, enforcing their trademark rights against others and defending them against allegations of infringement.

"Several of our lawyers have worked with Jennifer on and off for more than 15 years and all attest to her amazing and deep legal talents," said Palo Alto Administrative Partner [Brian Kwok](#). "Jennifer's return to our office is another essential building block for its steady, measured, strategic expansion, especially in this vital legal sector."

Added Trademark Practice Group Co-chair [Rich Rochford](#): "When it comes to trademark issues, clients will not encounter a more thoughtful, practical and knowledgeable lawyer. Jennifer's decision to return to Haynes Boone is an exciting turn of events for a practice that continues to grow and thrive."

Lantz is ranked among the top trademark lawyers in California in the latest edition of the World Trademark Review (WTR) 1000. "She began her career advising on the IP aspects of semiconductors," WTR researchers said, "and while she has moved with the times and since taken on many online businesses as clients, she still retains a solid base of hardware customers."

She has also spearheaded enforcement campaigns in the United States and overseas for clients in industries where counterfeiting and knock-offs are prevalent. Recently she has been active with international trademark portfolio management, including a client's rebranding campaign that required filing for multiple marks in 216 jurisdictions around the world.

In addition to her prosecution and counseling practice, Lantz has an active trademark litigation practice in federal courts around the country. For client eBay, she recently negotiated the successful settlement of a federal district court case with components in multiple other jurisdictions.

She has obtained preliminary injunctions on behalf of a number of trademark clients, and has successfully defended against preliminary injunctions. Lantz also has litigated other significant and complex intellectual property and business disputes for clients, including patent, trade secret, right of publicity, copyright, licensing, and contract disputes. She has also litigated numerous section 337 cases in the International Trade Commission.

“I am delighted to be back with Haynes Boone and once again associated with its very strong trademark practice and wonderful bench of talented lawyers,” Lantz said. “The scope of their practice and the cost structure here gives me so much to work with. It’s just a great fit.”

Lantz rejoins a trademark group that the *WTR 1000* has noted “consistently outperforms most of the competition” and includes lawyers who have been “hailed as world class by clients” and described as “a top mind on the development of enforcement policies and strategies.”

Haynes Boone’s dedicated team of trademark litigators has successfully tried dozens of trademark and unfair competition cases in courts around the country, including a recent \$8.5 million jury award. Its lawyers regularly handle unfair competition disputes of all types, including trademark, trade dress and service mark infringement, dilution, false advertising, misrepresentation and misappropriation claims, as well as other matters involving internet commerce, advertising, mobile applications and social media.

Its litigators, all members of the firm's nationally recognized brand management team, work closely with the trademark prosecution attorneys to deliver the best results possible for clients, every step of the way.