



Jade Peeples

Associate
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**Licensed Only in Illinois. Not Licensed in Texas*

PRACTICES Intellectual Property, Trademark and Advertising, Advertising, Marketing, and Promotional Law

Jade Peeples is an associate in the Intellectual Property Practice Group at Haynes Boone's Dallas office. Her practice encompasses a broad range of trademark, copyright, and advertising matters. Jade advises clients on domestic and international trademark clearance, prosecution, and enforcement, and provides strategic counsel on advertising compliance and dispute resolution across industries such as technology, fashion, healthcare, and food and beverage.

Prior to joining the firm, Jade gained hands-on experience in advertising, marketing, and social media strategy while serving as a Franchise Development Manager for various corporate fitness centers.

During law school, Jade concentrated her studies on technology and intellectual property law. She participated in the Entrepreneurship Law Clinic and served as a teaching assistant for the course Artificial Intelligence in the Law, where she gained meaningful experience in brand protection and data privacy issues.

QUALIFICATIONS

EDUCATION

- J.D., Northwestern University School of Law, 2023, cum laude
- M.S., Sports Management, Texas A&M University, 2020
- Bachelor of Fine Arts, Dance, University of Illinois, 2013

ADMISSIONS

- Illinois
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PROFESSIONAL AFFILIATIONS AND ENGAGEMENTS

- Chicago Women in Intellectual Property
- Black Women's Lawyers Association Board Member

- Northwestern Law Young Alumni Leadership Counsel
- State Bar of Illinois