



**DAVID A.  
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Partner

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Phoenix

David Jackson provides a full spectrum of intellectual property services and works closely with clients to help them develop comprehensive, global brand strategies. Clients value David's creativity, strategic judgment, and ability to understand their business needs to help them best achieve their goals. David is an honoree of the *Phoenix Business Journal's* prestigious 40 Under 40, class of 2020, which recognizes young professionals and business leaders in Arizona. He was also recognized by Big Brothers Big Sisters of Central Arizona as Big Brother of the Year in 2019 for his dedicated mentoring service.

### Global Brand Management

Many of David's clients have a global presence and require advice and protection for their international trademark portfolios. David's international experience allows him to navigate challenges across jurisdictions worldwide and advise clients on how to maximize their global brand protection. He helps clients manage large, complex trademark portfolios, including a multibillion dollar tool manufacturer with a worldwide trademark portfolio of over 1,600 marks. International companies also routinely turn to David when they require local counsel in the U.S. for trademark advice.

### Trademark Selection, Clearance, and Prosecution

David provides comprehensive counsel to clients in trademark selection, clearance, and prosecution. Clients turn to David during the earliest development stages of new trademarks to identify potential risks and avoid costly pitfalls up front. Once a

### Practices

- Intellectual Property
- Trademark
- Domain Name and UDRP Proceedings
- Intellectual Property Litigation
- Intellectual Property Due Diligence
- Licensing and Transactions
- Trade Secrets, Unfair Competition, and Non-Competes
- Copyright

### Industries

- Educational and Research Institutions
- Fashion and Apparel
- Gaming
- Manufacturing, Machinery, and Equipment
- Sports, Entertainment, and Recreation
- Food and Beverage
- Mining and Manufacturing
- Outdoor Recreation
- Restaurants, Retail, and Hospitality

new trademark is selected, David advises clients on trademark filing strategies to maximize protection.

## Trademark Enforcement

David helps clients defend their intellectual property rights against infringers and counterfeiters. He helps clients develop global policing programs to protect their brands and counsels them on brand protection strategies, from simple cease and desist letters to full litigation. David has extensive experience litigating before the Trademark Trial and Appeal Board, including securing a significant victory through summary judgment, TTAB Cancellation No. 92060891 (Sept. 7, 2018), affirmed on motion for reconsideration (Apr. 1, 2019). David also has experience litigating trademark infringement matters in federal district court, including seeking preliminary injunctions to help his clients avoid irreparable harm from infringers. When necessary, he also defends his clients against infringement allegations made by other companies.

## Intellectual Property Agreement and Transactions

David helps his clients protect and monetarize their brands by drafting and negotiating a wide variety of intellectual property agreements, including licensing, consent/coexistence, non-disclosure, and other agreements. David spent more than two years managing a global trademark dispute, including managing litigation in multiple international jurisdictions, while simultaneously negotiating a global coexistence agreement that ultimately resolved all litigation and ensured global rights and protection for his client's brand. He also provides counsel in support of mergers and acquisitions, joint ventures, and other business dealings where intellectual property assets are at stake.

## Online Intellectual Property Issues

David counsels clients on a wide variety of online intellectual property issues. He has considerable experience with domain name disputes and has a perfect success rate representing clients in arbitration proceedings under the Uniform Domain Dispute Resolution Policy (UDRP). He also helps clients manage brand protection and disputes on e-commerce and social media platforms.

## Education

- J.D., magna cum laude, Arizona State University - Sandra Day O'Connor College of Law, Order of the Coif, high pro bono distinction, 2012
- B.A., Emory University, 2007

## Bar Admissions

- Arizona, 2013

## Court Admissions

- Arizona Supreme Court
- U.S. Court of Appeals, Ninth Circuit
- U.S. District Court, District of Arizona

## Community

- Big Brothers Big Sisters of Central Arizona, Volunteer, 2011-present; 2019 Big Brother of the Year
- Intellectual Property Owners Association, U.S. Trademark Law Committee, 2019-present; UDRP/Social Media Subcommittee, 2020
- Sandra Day O'Connor Inn of Court, 2011-present
- SySTEM Phoenix Charter School, Founding Board Member, 2013; Secretary, 2014; Vice Chair, 2015; Board Chair, 2016
- *Arizona State Law Journal*, Managing Editor
- Teach For America, 2007-2009 (Houston)
- The Order of Barristers
- Boy Scouts of America, Eagle Scout Award, 1999

## Honors & Recognitions

- World Trademark Review, WTR 1000, The World's Leading Trademark Professionals, 2023
- Top Lawyers, *Phoenix Magazine*, 2022
- *Phoenix Business Journal*, 40 Under 40, Class of 2020
- Richard H. Oplinger Closing Argument Competitions, Arizona Association of Defense Counsel, First place, 2010, 2012
- John P. Frank Pro Bono Awards Luncheon, Recognized for his commitment, Pro bono service, 2014, 2015
- Alan A. Matheson Service Award, High Pro Bono Distinction, 2012

## News

- Lewis Roca Lawyers Recognized as Leading Trademark Professionals in 2023 *World Trademark Review (WTR) 1000* Directory  
Honors & Recognitions | 02/21/2023
- Lewis Roca Lawyers Named to Partner in 2021  
Press Release | 01/14/2021

- Lewis Roca Lawyer Named to Phoenix Business Journal 40 Under 40 Class of 2020  
Press Release | 08/6/2020
- DeWald, Freeman Share John P. Frank Pro Bono Attorney of the Year Award  
59 attorneys earn recognition for providing more than 50 pro bono hours in 2016  
Press Release | 04/4/2017
- Pro Bono Service Awards Presented by Lewis Roca Rothgerber Christie  
Annual awards honor memory of lawyer dedicated to equal justice and professionalism  
Press Release | 03/22/2016

## Publications

- New USPTO Rules for Foreign Applicants  
07/19/2019
- Foreign-Domiciled Trademark Applicants and Registrants Required to Retain Local Counsel for U.S. Trademark Matters  
07/19/2019
- Resources for Non-US Trademark Applicants

## Client Alerts

- USPTO Increases Trademark and TTAB Fees for 2021  
12/23/2020
- Trademarks for COVID-19 Products and Services Given Free Expedited Examination by the USPTO  
06/23/2020
- The USPTO Continues to Offer Relief for Businesses Impacted by COVID-19  
05/28/2020
- The USPTO Extends Patent and Trademark Deadlines Due to COVID-19  
04/30/2020
- USPTO Offers Deadline Extensions Due to COVID-19  
04/1/2020

## Blog Posts

- USPTO Increases Trademark and TTAB Fees for 2021  
*Lewis Roca Blog*, 12/23/2020
- Supreme Court Finds BOOKING.COM Non-Generic And Capable Of Federal Trademark Registration  
*Lewis Roca Blog*, 06/30/2020

- Trademarks for COVID-19 Products and Services Given Free Expedited Examination by the USPTO  
*Lewis Roca Blog, 06/23/2020*
- The USPTO Continues To Offer Relief For Businesses Impacted By COVID-19  
*Lewis Roca Blog, 05/28/2020*
- The USPTO Extends Patent and Trademark Deadlines Due to COVID-19  
*Lewis Roca Blog, 04/30/2020*
- USPTO Offers Deadline Extensions Due To COVID-19  
*Lewis Roca Blog, 04/1/2020*
- New USPTO Rule Requires Trademark Owner Email Address  
*Lewis Roca Blog, 02/12/2020*
- New USPTO Rules For Foreign Applicants Are In Effect. Are You Covered?  
*Lewis Roca Blog, 02/3/2020*
- Revised Examination Guide Addresses Concerns with Determining Applicant's Domicile  
*Lewis Roca Blog, 10/3/2019*
- Revised Examination Guide Addresses Concerns with Determining Applicant's Domicile - IP Blog  
*Lewis Roca Blog, 10/3/2019*
- Use Requirements in the United States for Foreign Applicants  
*Lewis Roca Blog, 09/19/2019*
- New USPTO Rules for Foreign Applicants Ensure Compliance With U.S. Use Requirements  
*Lewis Roca Blog, 07/29/2019*
- SCOTUS Decision on "Immoral or Scandalous" Trademarks  
*Lewis Roca Blog, 06/25/2019*

## Events

- AZ Last Chance CLE 2023  
06/29/2023
- Arizona Last Chance CLE - June 28th  
Join us on June 28th for a Last Chance CLE to complete your CLE credits just in time for the Arizona deadline.  
05/29/2019