



## Jordan A. LaVine

Shareholder

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**Jordan A. LaVine** serves as Flaster Greenberg's Co-Managing Shareholder. He is immediate-past chair of the firm's Intellectual Property Department and serves on the firm's Board of Directors. He concentrates his practice on trademark, copyright and unfair competition, strategic counseling, litigation, licensing, and prosecution matters. He is highly regarded within the legal industry and was recently named by the World Trademark Review as one of the top three attorneys in Pennsylvania for trademark prosecution, strategy, and counseling and he was ranked in the World Trademark Review's highest band (gold) for his work.

Mr. LaVine handles matters involving trademarks, trade dress, product configuration, unfair competition, trade secrets, copyrights, false advertising, and Internet related intellectual property issues. His Internet experience includes handling domain disputes under the Uniform Domain Name Dispute Resolution Policy and counseling clients concerning website development and content protection. Some of Mr. LaVine's representative clients are The New York Times Company, Penske Media (publisher of *Rolling Stone*, *Variety*, and *The Robb Report*), GrubHub, Advanced Sports, Inc. (manufacturer of Fuji, Kestrel, SE and Breezer bikes), and Medidata Solutions (a leading provider of software solutions for clinical trial management). Mr. LaVine represents clients of all sizes, from individuals to start-up companies to some of the largest companies in the world.

A frequent lecturer and author, Mr. LaVine speaks and writes on various topics in the intellectual property field. Mr. LaVine is a past co-chair of ALI/ABA's course of trademarks, copyrights and unfair competition for the general counsel and solo practitioners and is a frequent speaker on topics related to intellectual property law. Mr. LaVine has also been engaged as expert witness in matters concerning trademark law and is also regularly contacted by members of the media for legal commentary on breaking news regarding trademark disputes.

### Practice Areas

Intellectual Property Law  
Internet Disputes Law  
Litigation  
Cybersecurity & Data  
Privacy Law

### Industry Groups

Automotive  
Telecommunications  
Restaurant & Hospitality  
Higher Education

### Admissions

New York  
Pennsylvania  
New Jersey  
U.S. District Court for the  
Eastern District of  
Pennsylvania  
U.S. Court of Appeals for  
the Third Circuit

### Education

- Villanova University School of Law, J.D.
- Colgate University, B.A.

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In addition to this recognition by the *World Trademark Review*, Mr. LaVine has received numerous other recognitions, including being selected as a "Leader in the Field" in Pennsylvania for Intellectual Property by *Chambers & Partners USA*, 2008-2020; selected to *Best Lawyers in America*® in the field of trademarks and copyrights 2013 – 2020; was ranked by *Trademark Insider Magazine* among the top 25 trademark lawyers in the U.S.; and has been named a Pennsylvania "Super Lawyer" by Thomson-Reuters for many years.

For 13 years, Mr. LaVine was an adjunct professor at Villanova University School of Law, where he created and taught the course "Advanced Trademark Issues." He has also been a guest lecturer at the Fordham University School of Law.

### REPRESENTATIVE MATTERS

Mr. LaVine represents public and private companies in such industries as media and publishing, technology and telecommunications, consumer products and services, pharmaceuticals, healthcare, financial services, automotive, automotive chemicals and accessories, retail and commercial services, apparel, jewelry, software and food products, handling such matters as:

- Advising companies regarding brand selection and the expansion and strengthening of their portfolios of intellectual property through registration, licensing and other means
- Contested matters in the U.S. Patent and Trademark Office and the federal courts, including trial work and numerous preliminary injunction hearings on behalf of both plaintiffs and defendants
- International procurement and protection of intellectual property rights
- Assisting with the prevention of the misappropriation of intellectual property in electronic media, including the Internet

### HONORS & AWARDS

- Selected to *Best Lawyers in America*® in the area of Trademark Law, 2015 – 2024
- Selected to *Best Lawyers in America*® in the area of Copyright Law, 2013 – 2024
- Named to the *World Trademark Review* 1000 List, 2011 – 2021, by IP Media Group
  - 2021: Jordan LaVine protects prestigious brand owners in the media world, including The New York Times Company and Penske Media, which publishes *Rolling Stone* and *Variety*. He gives a highly attentive and responsive service and is a perceptive critical thinker around strategies and solutions – his advice is never a copy-paste job.
  - 2020: Jordan is "in his element unknotting complex IP matters that require not just trademark know-how, but also trade dress, unfair competition, copyright, advertising and internet expertise."
  - 2019: Jordan LaVine is said to be an "inspirational group leader" who "is incredibly practical, looks at issues through a business lens and analyses risk precisely. He has good interpersonal skills but can be aggressive when need be."
  - 2018: The "highly skilled" Jordan LaVine "knows how to deal with brand owners and achieve the best results for them. He understands that it's not all about being right, but what is practical and economically viable for his client."

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- 2017: Cited for being "*very skilled and fantastic at prosecution on both a national and international level.*"
- Selected as a 'Leader in the Field' of Intellectual Property, Pennsylvania, *Chambers & Partners USA*, 2008 – 2023
  - 2023: Referred to as "*extremely practical, experienced and awesome as a litigator.*"
  - 2022: Sources interviewed by Chambers described LaVine as having "a really deep understanding of our business; he's very responsive and produces a top-quality work product."
  - 2021: According to sources interviewed by Chambers, Jordan is "very responsive, thoughtful and value-driven attorney with an understanding of the client's business objectives" and someone who "has great judgement and is whip-smart."
  - 2019: Referred to as a "*fantastic*" lawyer who is "*very practical, solution-oriented and responsive.*"
  - 2018: Clients applauded Jordan for being "*knowledgeable, available and confident*" as well as "*extremely responsive and efficient.*"
  - 2017: Sources praised Jordan for being "*totally responsive,*" *having his work "perfectly done" and that "he makes sure we're [clients] are totally protected.*"
  - 2016: Clients referred to Jordan as a "*bright, creative trademark attorney*" and a "*true pleasure to work with.*"
  - 2015: "*Very level-headed and even-keeled*" in his work.
  - 2013: "*Responsive and prompt with advice...and very pragmatic.*"
  - 2011: "*A real solid trademark attorney*" with "*great instincts.*"
- Named "Best of the Bar" in the area of Intellectual Property by *Philadelphia Business Journal*, 2023
- Named a Pennsylvania "Super Lawyer" in the area of Intellectual Property Law, 2005, 2012 – 2023, by Thomson Reuters, publishers of *Pennsylvania Super Lawyers*
- Named an "Awesome Attorney" in the area of Patent & Copyright Law, *South Jersey Magazine*, 2020
- Named a "Top Attorney" in the area of Intellectual Property by *SJ Magazine*, 2019
- Ranked by *Trademark Insider Magazine* among the top 25 trademark lawyers in the U.S in 2008
- Named a "Lawyer on the Fast Track" by *The Legal Intelligencer*, 2002

*A description of the standard or methodology on which the accolades are based can be found here. No aspect of this advertisement has been approved by the Supreme Court of New Jersey.*

#### **PROFESSIONAL AFFILIATIONS**

- International Trademark Association
- Philadelphia Bar Association
- Philadelphia Intellectual Property Law Association

#### **ARTICLES & ALERTS**

Flaster Greenberg Adds Transportation Practice With New Hire  
*Law360* (July 20, 2021)

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Flaster Greenberg Continues IP Growth With New Shareholder  
*Law360* (April 16, 2021)

Why Some Attorneys Get Off The BigLaw 'Treadmill'  
*Law360 Pulse* (February 12, 2021)

Flaster Greenberg passes leadership to a new generation with firm's first co-managing shareholders  
*The Philadelphia Business Journal* (October 8, 2020)

Co-Managing Shareholders to Take Over Leadership at Flaster Greenberg  
*The Legal Intelligencer* (October 7, 2020)

Litigation Newsletter - June 2020  
*Newsletter* (June 30, 2020)

Phillie Phanatic: What Will Become of Philly's Beloved Mascot?  
*The Philadelphia Business Journal* (May 21, 2020)

New Members Join Madrid Protocol - Obtaining Foreign Trademark Rights Made Easier Than Ever  
*Legal Alert* (October 3, 2019)

Hidden City Philadelphia Sues 6ABC Over "Hidden Philadelphia" Segments  
*Philadelphia Magazine* (January 10, 2018)

Visit Philly Stops Anti-Trump Group From Copying "With Love" Campaign  
*Philadelphia Magazine* (January 24, 2017)

U.S. Patent and Trademark Office Reduces Trademark Application Filing Fees – Securing Trademark Registrations Now More Affordable  
(January 22, 2015)

Trademark Clearinghouse Allows Trademark Owners to Monitor Registration of Generic Top-Level Domains  
*Legal Alert* (March 25, 2013)

International Trademark Filings Reach New High  
*Legal Alert* (March 15, 2012)

EU slashes Community Trademark fees; bargain CTMs offering protection in 27 member countries  
(June 3, 2009)

A Century of Dispute- Emblem at the Heart of Battle Between American Red Cross, Johnson & Johnson  
*The Philadelphia Lawyer* (December 2008)