



Jordan A. LaVine

Co-Managing Shareholder

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Jordan A. LaVine serves as Flaster Greenberg's Co-Managing Shareholder. He is 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 has been named by the *World Trademark Review* as one of the top three attorneys in Pennsylvania for trademark prosecution, strategy, and counseling and is ranked in the *World Trademark Review's* highest band (Gold) for his work.

Jordan 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 Jordan's representative clients are

The New York Times Company, Simon & Schuster, Grubhub,

Medidata Solutions, and TELUS Corporation. Jordan 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, Jordan speaks and writes on various topics in the intellectual property field. Jordan 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. Jordan 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.

In addition to his recognition by the *World Trademark Review*, Jordan has received numerous other recognitions, including being selected as a "Leader in the Field" in Pennsylvania for intellectual property by *Chambers & Partners USA*, 2008 – 2023; selected to *Best Lawyers in America*® in the field of trademarks and copyrights, 2013 – 2024; was ranked by *Trademark Insider Magazine* among the

Practice Areas

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

Industry Groups

Sports Law
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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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, Jordan 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 – 2025
- Selected to *Best Lawyers in America*® in the area of Copyright Law, 2013 – 2025
- Named to the World Trademark Review 1000 List - Gold Band Ranking, 2025
 - Prosecution and Strategy
 - Enforcement and Litigation
- Named to the World Trademark Review 1000 List - Gold Band Ranking, 2024
 - Prosecution and Strategy
- Named to the *World Trademark Review* 1000 List, 2011 – 2023
 - 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."

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- 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."
- 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 – 2024, Band 3 Rankings, 2024
- 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 – 2024, 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