

## Jason M. Vogel

### Partner

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### Services

Brand Licensing & Related

Transactions

Clearance & Portfolio Management

Greater China Trademarks

Intellectual Property

Trademark, Copyright &

Advertising

### Industries

Media & Entertainment

Retail & Consumer Goods

Technology

Jason Vogel focuses his practice on US and international trademark portfolio and conflict counseling. His experience includes advising on complex multi-jurisdictional trademark clearance, protection, enforcement, anti-counterfeiting, litigation, and licensing programs for leading companies in the film, television and music; technology; apparel; consumer products; and financial industries.

Mr. Vogel has served as Adjunct Professor of Advanced Trademark Law at the Yeshiva University Benjamin N. Cardozo School of Law, and has written and spoken extensively on the Madrid Protocol, Asian and European trademark practice and other topics.

Mr. Vogel was recognized as an "IP Star" in 2019 and the six years immediately preceding by *Managing Intellectual Property* magazine. He is listed in the 2020 and the seven years immediately preceding editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*. Mr. Vogel was named to the *International Who's Who of Trademark Lawyers* in 2013, 2014, 2015, and 2018. He was named to the *International Who's Who of Business Lawyers* in 2014, 2015 and 2018 for Trademark. Mr. Vogel was recognized as a New York "Super Lawyer" in 2017, 2018 and 2019 for Intellectual Property by *Super Lawyers* magazine.

### Experience



Developed and oversaw multijurisdictional trademark litigation strategy for a major US film financing company against a European film production company culminating in litigation wins at the trial court and appeal court level in Germany (currently on appeal to the German Supreme Court) and at the Supreme Court in Spain, and trial court in the Netherlands.

Performed a nine month secondment in-house at a major film and television studio advising on all aspects of trademark, copyright, title and production clearance, registration and disputes.

Cleared, registered and advised on countless film and television titles and musical artist names, both in the US and internationally.

Represented leading hospitality company in successful settlement of trademark dispute with British government agency administering real property owned by the Crown.

Represents leading brands in connection with international trademark licensing, license recordal and structuring of IP holding companies for offshore licensing.

Counseled multinational corporate client on international trademark issues in the environmental credit industry.

Advised famous recording artist on trademark rights associated with development of high definition audio player.

Provide international and domestic trademark portfolio management, and trademark counseling for a successful, Grammy-Award-winning music group.

Defeated Summary Judgment defending famous mark from cancellation on genericness grounds for leading technology company.

Represented leading technology company in celebrity trademark and right of publicity licensing in connection with multibillion dollar acquisition of audio hardware and streaming music service.

In an ex parte appeal to the USPTO's Trademark Trial and Appeal Board, overcame a refusal to register on descriptiveness grounds in connection with the brand name of an online game and information service.

Working closely with local counsel, successfully defended global financial services client in four concurrent administrative proceedings (two CTM oppositions and two CTM cancellation actions) by a single petitioner with strategic use of demands for proof of use. Appeals to OHIM's Board of Appeal are pending.



Provide international and domestic trademark portfolio management, and trademark counseling for a leading financial institution.

Successfully negotiated favorable settlement of a global trademark dispute for a music industry client involving mutual consents to registration and withdrawal of two trademark oppositions and a cancellation action.

Successfully represented a *Fortune* 500 multinational corporation that designs and manufactures consumer electronics and computer software products in a trademark infringement lawsuit brought against a leading computer peripheral supplier and manufacturer in China and its distributor. The Chinese company became very successful in selling Intel-based computer peripherals and various computer-related products using a name and logo which was remarkably similar to our client's logo. It was not a counterfeit case, so the team had to take it to full trial in the Shenyang Intermediate People's Court in China, which was selected as a forum due to the court's desire to be seen as protecting intellectual property rights. The legal battle ended in favor of our client being awarded the highest amount of damages ever awarded in a trademark dispute rendered by the Shenyang Court.

Serves as counsel to one of the largest music labels in the industry on trademark enforcement, prosecution and Internet issues.

Worked in-house in the Trademark and Copyright Legal Department of a major film and television studio.

## **Education**

Benjamin N. Cardozo School of Law, J.D. (1999)

*summa cum laude, first in class*

Berklee College of Music, B. Music Production and Engineering (1988) *cum laude*

## **Admissions**

California (2018)

New York (2000)

## **Insights**

### [In The News](#)

Kilpatrick Townsend's Trademark Team Earns Top Ranking From World Trademark Review

February 20, 2020

### [News Releases](#)



Record Number of Kilpatrick Townsend Attorneys Named 2019 New York Metro Super Lawyers  
November 1, 2019

#### [News Releases](#)

Thirty-nine Kilpatrick Townsend Attorneys Named to 2018-2019 *International Who's Who of Business Lawyers*  
October 22, 2019

#### [News Releases](#)

Kilpatrick Townsend Attorneys Named 2019 Managing Intellectual Property IP Stars  
June 17, 2019

#### [News Releases](#)

Kilpatrick Townsend at the 2019 INTA Annual Meeting  
May 14, 2019

#### [News Releases](#)

Kilpatrick Townsends Trademark Practice Receives Gold Level Recognition  
February 5, 2019

#### [In The News](#)

Kilpatrick Townsend Ranked Among Top-Three in the World for Trademark by 2018 Who's Who Legal  
October 8, 2018

#### [News Releases](#)

Twenty Kilpatrick Townsend Attorneys Named 2018 New York Super Lawyers  
September 28, 2018

#### [News Releases](#)

Kilpatrick Townsend Attorneys Named 2018 Managing Intellectual Property IP Stars  
June 19, 2018

#### [News Releases](#)

Forty-Four Kilpatrick Townsend Attorneys Named to 2017 - 2018 International Who's Who of Business Lawyers  
March 19, 2018



### [News Releases](#)

Kilpatrick Townsends Trademark Practice Receives Gold Level Recognition in the 2018 World Trademark Review 1000

January 25, 2018

### [News Releases](#)

Kilpatrick Townsend Attorneys Named 2017 New York Super Lawyers

September 27, 2017

### [News Releases](#)

Kilpatrick Townsend Attorneys Named 2017 New York Super Lawyers

September 27, 2017

### [News Releases](#)

Kilpatrick Townsend Attorneys Named 2017 Managing Intellectual Property IP Stars

June 27, 2017

### [Publications](#)

USPTO Establishes Audit Programme for Trade Mark Affidavits of Use

May 1, 2017

### [News Releases](#)

Kilpatrick Townsends Trademark Practice Receives Gold Level Recognition in the 2017 World Trademark Review 1000

February 9, 2017

### [News Releases](#)

Thirty-Two Kilpatrick Townsend Attorneys Named 2016 Managing Intellectual Property IP Stars

May 26, 2016

### [News Releases](#)

Kilpatrick Townsend Receives Top Recognition in 2016 World Trademark Review 1000

January 21, 2016

### [Publications](#)

Licensing Your Brand in China: Guidelines for Brand Owners



September 15, 2015

[News Releases](#)

Ten Kilpatrick Townsend Attorneys Named to 2015 International Who's Who of Trademark Lawyers  
August 13, 2015

[News Releases](#)

Kilpatrick Townsend Recognized by Prestigious 2015 Legal 500 US  
July 15, 2015

[Publications](#)

Licensing Your Brand in China: Guidelines for Brand Owners  
June 29, 2015

[News Releases](#)

Kilpatrick Townsend Once Again Achieves Recognition From Chambers USA 2015  
May 22, 2015

[News Releases](#)

Twenty-Nine Kilpatrick Townsend Attorneys Named 2015 Managing Intellectual Property IP Stars  
May 6, 2015

[News Releases](#)

Kilpatrick Townsend Once Again Receives Top Recognition in 2015 World Trademark Review 1000  
February 5, 2015