



## Jennifer D. Arkowitz

### Partner

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### Services

Clearance & Portfolio Management  
Intellectual Property  
Trademark, Copyright &  
Advertising

Jennifer Arkowitz focuses her practice on global trademark portfolio management and she represents some of the world's most popular brands. She handles a broad range of domestic and foreign clearance, prosecution, enforcement, and acquisition matters. Jennifer advises clients across many industries. She represents clients in the consumer wearable and electronics space and has extensive trade dress and product design experience. She manages global trademark portfolios and brand protection programs for popular mobile and online technology brands, including peer-to-peer content sharing and creation services. Jennifer also regularly advises clients in the entertainment industry, developing and managing title clearance and protection strategies.

Jennifer is the Chair of the firm's Trademark Portfolio Best Practices Committee. She received Lexology's *Client Choice Guide - International 2013* Award in the Intellectual Property: Trademarks category for California. In 2016 and the three years immediately preceding, Jennifer was recognized as an "IP Star" and in 2013, 2017, 2018 and 2019, and she was named one of the "Top 10 IP Stars of the Top 250 Women in IP" in 2013 by *Managing Intellectual Property* magazine. Jennifer is listed in the 2018 and 2019 editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*. She was recognized as a 2013, 2014 and 2015 Northern California "Rising Star" for Intellectual Property by *Super Lawyers* magazine. In 2014 and 2015, Jennifer was recommended by *Legal 500 US* for Non-Contentious Trademark Law.

While in law school, Jennifer competed in the 2003 Saul Lefkowitz Moot Court Competition in trademark and unfair competition law. She won the National Championship as well as Best Oral Advocate and Best Brief in the Western Regional competition.

Prior to attending law school, Jennifer was a research analyst for Congressional and Gubernatorial races in Washington, DC. She was also a legislative liaison for the Arizona Department of Economic Security and worked for the Arizona Legislature.

## **Experience**

Represents AliphCom, a manufacturer of wireless headsets, in a trademark infringement suit involving wireless communications devices. *AliphCom v. MyTalk, Inc.*, No. 3:2010cv04918 (N.D. Cal. filed Oct. 29, 2010).

Represents AliphCom dba Jawbone, a manufacturer of wireless headsets speakers, and other products enhancing mobile technology, in a trade dress infringement suit involving packaging for wireless communications devices. *AliphCom, et al. v. Doe*, No. 3:2012cv00655 (N.D. Cal. filed Feb. 9, 2012).

Represents AliphCom dba Jawbone, a manufacturer of wireless headsets speakers, and other products enhancing mobile technology, in a trade dress infringement suit involving packaging for wireless communications devices. *Aliphcom v. Blueant Wireless, Inc.*, No. 3:2009cv01195 (N.D. Cal. filed Mar. 18, 2009).

Served as primary counsel for Clif Bar & Company, a leading maker of sports/energy/nutrition food and beverages, in a trademark infringement suit. *Clif Bar & Company v. Luna Fitness of Tempe LLC*, No. 2:2011cv00660 (D. Ariz. filed Apr 5. 2011).

## **Education**

University of California, Hastings College of the Law, J.D. (2004)

Arizona State University, University Honors College, B.S., Justice Studies (1997) *summa cum laude*

Arizona State University, University Honors College, B.A., History (1997) *summa cum laude*

## **Admissions**

California

## **Court Admissions**

U.S. District Court for the Central District of California

U.S. District Court for the Eastern District of California

U.S. District Court for the Northern District of California

U.S. District Court for the Southern District of California

## **Professional & Community Activities**

American Bar Association, Member

Saul Lefkowitz Moot Court Competition, Western Regional Competition, Co-Chair

## **Insights**



### [News Releases](#)

Kilpatrick Townsend Attorneys Named 2019 Managing Intellectual Property IP Stars

June 17, 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](#)

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 Managing Intellectual Property IP Stars

June 27, 2017

### [News Releases](#)

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

May 26, 2016

### [News Releases](#)

Kilpatrick Townsend Attorneys Named 2015 Northern California Super Lawyers

July 21, 2015



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Kilpatrick Townsend Recognized by Prestigious 2015 Legal 500 US

July 15, 2015

[News Releases](#)

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

May 6, 2015