



James M. Theo

Partner
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Representing clients and their interests around the globe means James is never off the clock. His practice focuses on trademark portfolio management, brand consultation, enforcement, and agreements, often in an international setting. In such a role, he functions as de facto in-house counsel to clients, helping harmonize and translate business objectives with the realities of local law and custom.

James counsels clients of all sizes, from startups to multinational retailers. He works diligently in securing, expanding, and enforcing their intellectual property rights from Main Street to Asia, Africa, Europe, North and South America, and beyond.

In aiding clients through all phases of their IP journey, from initial counseling to prosecution, enforcement, and maintenance, James intimately understands what a business wants to accomplish, and what they need to do to make it a reality. James prides himself on finding ways to translate those objectives into action in a variety of regions, markets, and circumstances. His extensive international contacts give him the resources to understand diverse laws, rules, and regulations to assist clients trying to establish footholds in new areas, as well as expand and protect product lines throughout the world.

A lifelong lover of the arts and self-described “music-junkie,” James also enjoys working with musicians, artists, and filmmakers, ensuring they can protect the rights to their art, as well as pro bono clients, especially in the nonprofit sector. Outside the office, James enjoys cooking, listening to his record collection, traveling (30+ countries and counting!), and doing it all with his growing family.

Services

- Intellectual Property
- Trademark Procurement/Management & Copyright

Education

- Loyola University of Chicago Law School (J.D., 2015)
- University of Wisconsin, Milwaukee (B.A., *cum laude*, 2011)
 - Journalism and Mass Communication

Bar Admissions

- Illinois

Distinctions

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Best Lawyers®

- "Ones to Watch" in Chicago for Intellectual Property Law (2021-2024)
- *World Trademark Review's* edition of *WTR 1000 - Bronze Tier* (2024 - Present)

Publications

April 7, 2020

Best Practices for Managing International Trademark Portfolios

Intellectual Property and Technology Law Journal

September 24, 2019

Best Practices for Managing International Trademark Portfolios

Westlaw Journal Intellectual Property (Thomson Reuters)