



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 and brand consultation, often in an international setting. In such a role, he often functions as de facto in-house counsel to clients, helping harmonize and translate business objectives with the realities of local law. For instance, James assists a multinational retailer with securing, expanding, and enforcing their intellectual property rights in Asia, Australia, Europe, South America, and Canada. That means being prepared to set up conference calls at 10:30 p.m. when it's morning in Tokyo, or making plans for a last-minute plane ride abroad if it means meeting his clients' needs.

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 and 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 upcoming musicians, artists, and filmmakers, ensuring they can protect the rights to their art. James also enjoys working with pro bono clients, especially in the nonprofit sector.

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)

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)