



Jessica M. Goedel

Associate
jessica.goedel@dinsmore.com

Cleveland, OH
Tel: (216) 413-3833

Jessica focuses her practice on intellectual property issues, including the protection and enforcement of trademarks and copyright rights for clients ranging from Fortune 100 companies to individual entrepreneurs. She manages domestic and foreign trademark portfolios for clients including counseling on trademark selection, clearance, and global strategy; filing and prosecuting new applications; maintaining existing registrations; handling matters before the U.S. Trademark Trial and Appeal Board; and managing foreign conflict matters.

She has experience in different facets of branding and entertainment law, including preparing sweepstakes and contest rules for some of the world's leading television and communications networks; drafting affidavits of eligibility and publicity releases; and reviewing related advertising and promotional materials. She regularly counsels clients on online and social media marketing and advertising and drafts and reviews endorsement, sponsorship, and influencer agreements.

Jessica's practice also involves drafting and negotiating a wide variety of agreements related to intellectual property and technology, including intercompany intellectual property license agreements; trademark licenses; intellectual property acquisition agreements; software licenses; and non-disclosure agreements.

Services

- Trademark Procurement/Management & Copyright
- Gaming & Sports Industry
- Privacy, Data Protection & Internet Technologies
- Intellectual Property Acquisitions
- Intellectual Property
- Entertainment Industry

Education

- University of Akron School of Law (J.D., *magna cum laude*)
 - Certificate in Intellectual Property Law

- Akron Law Trademark Clinic
 - Akron Law Review Intellectual Property Edition, assistant editor
 - Moot Court Honor Society
 - Akron Law Intellectual Property and Technology Law Association, president
- Malone University (B.A., 2016)

Bar Admissions

- Ohio

Affiliations/Memberships

- Cleveland Intellectual Property Law Association, Trademark and Unfair Competition Law and Practice Committee Chair
- Licensing Executives Society, Education Committee Member
- Intellectual Property Owners Association, IP Licensing & Related Issues Committee Member
- Cleveland Metropolitan Bar Association, Member
- Thea Bowman Center, Governance Committee Member

Publications

April 23, 2021

United States Supreme Court Finds Google's Use of Oracle's Software Was Fair Use

February 2, 2021

Pocky Ruling Denies Trade Dress Protection for the Useful, Though Not Essential, Shape of Cookie