



Trace H. Jackson

Attorney

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Practice Areas:

- Intellectual Property
- Patents
- Trade Secrets
- Copyrights
- Trademarks
- Business Law
- Sports & Entertainment
- Defamation & First Amendment
- Name, Image, & Likeness
- Higher Education
- Privacy Law
- Internet Law
- Appellate Law

Education:

University of Florida B.S.,
Mathematics, 2011

Northwestern University, M.S.,
Engineering Science and Applied
Mathematics, 2012

University of Florida B.A., Physics,
2016

University of Florida J.D., *summa
cum laude*, 2016

accused of participating in global counterfeiting scheme.

Bar Association Memberships:

- The Florida Bar
- Jacksonville Bar Association

Representative Matters:

- Manage and grow patent portfolios of small inventors and large corporations.
- Analyze patent, copyright, trade secret, and other intellectual property protections surrounding corporate and creator assets.
- Review intellectual property licenses, assignments, and other documentation in connection with due diligence in corporate transactions, such as mergers and acquisitions.
- Guide brands through branding, rebranding, and brand protection.
- Analyze fair-use questions for fan works and content creation.
- Develop robust terms of service, EULAs, and privacy policies for eCommerce sites, brick-and-mortar businesses, and app creators, including ensuring compliance with relevant law, including GDPR and CCPA.
- Represent licensees and licensors in patent, copyright, trademark, and trade-secret license negotiations.
- Draft complex software contracts, including master services agreements and corresponding statements of work.
- Served as litigation support in patent-infringement suit at the U.S. District Court, Patent Trial and Appeal Board, and U.S. Court of Appeals for the Federal Circuit stages of litigation.
- Counsel for state college in successfully defending disciplinary action taken against student.
- Counsel for student in successfully defending and appealing against wrongful academic discipline.
- Successfully unfroze assets of eCommerce vendor wrongfully

Court Admissions:

- Florida
- U.S. District Court for the Middle District of Florida
- U.S. Court of Appeals for the Federal Circuit
- U.S. Court of Appeals for the 11th Circuit
- U.S. Patent & Trademark Office

Awards and Distinctions:

- Editor in Chief, *Florida Law Review*, 2015-2016
- Order of the Coif, University of Florida, 2016
- Book Awards: Constitutional Law, Criminal Law, Federal Criminal Law, Payment Systems, Torts, Internet Law and Policy, Introduction to Lawyering, Law Review, Legal Drafting, Legal Research, Sports Law, Electronic Discovery: Data Analysis and Review
- Accomplished Research Award (*Florida Law Review*)
- Super Lawyers, Rising Star, 2019-2022

Publications & Presentations:

- Trace Jackson, Note, *Can Jailbreaking Put You in Jail, Broke?*, 68 FLA. L. REV. 631 (2015)
- Moderator, 2015 Allen L. Poucher Lecture: *Cybersecurity and Our Digital Lives: A Policy Discussion* (November 2015)