



Janie L. Thompson

Counsel

Janie's practice focuses on intellectual property, with a particular emphasis on litigation and dispute resolution. She has experience in a range of trademark matters from trademark clearance and managing domestic and foreign trademark portfolios through enforcement and litigation of trademark disputes. Janie works closely with clients to develop an effective brand protection strategy, including informal dispute resolution as well as litigation before the Trademark Trial and Appeal Board, federal courts, and in domain name dispute proceedings. She is also experienced in copyright and patent litigation, including litigating cases in federal court and before the International Trade Commission.

In addition to intellectual property matters, Janie counsels her clients regarding online and print marketing and advertising, as well as product packaging, including advising regarding regulatory compliance for food and beverage products. Janie is experienced in advocating on behalf of her clients in advertising disputes in federal courts and in challenges before the National Advertising Division of the Council of Better Business Bureaus.

While in law school at the UCLA School of Law, Janie briefed and argued an immigration asylum case before the Ninth Circuit Court of Appeals on behalf of a pro bono client. She also served as a judicial extern for the Honorable Arthur L. Alarcón of the United States Court of Appeals for the Ninth Circuit.

Blog Posts

"9th Circuit: Unauthorized Bob Marley Shirts Constituted False Endorsement," *HB Briefly* (March 2015)

"Court Defines Application of Telephone Act to Promotional Text Messages," *HB Briefly* (November 2014)

Presentations

"How to Protect Your Company By Protecting Your Intellectual Property," co-speaker, sf.citi (November 2015)

"Cautionary Tales of Social Media Takedowns," Cyberspace Law Committee (February 2015)

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Practices/Industries

Intellectual Property
Food and Beverage

Professional Affiliations

International Trademark Association, Internet Committee (2020 – 2021)

International Trademark Association, Emerging Issues Committee (2016-2017, 2018-2019)

Bar Association of San Francisco

Academic Distinctions

UCLA Law Review, Volume 60, Managing Editor (2012-2013)

UCLA Law Review, Volume 59, Staff (2011-2012)

Education

J.D., University of California, Los Angeles School of Law (2013)

B.A., *summa cum laude*, University of California, Los Angeles (2008)

Admissions and Courts

California

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

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

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

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

U.S. Court of Appeals for the Ninth Circuit

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