



Lynn Jordan

Partner

For the past 20 years, Lynn Jordan has devoted herself to representing clients in all aspects of trademark law, from selection of marks through federal court appeals. She is particularly adept at helping clients understand the business and legal risks associated with the adoption, use, and registration of trademarks. Lynn is recognized for her expertise in handling trademark matters for major entertainment, news, and media companies, particularly regarding the interplay between trademark law and the First Amendment. Lynn has handled countless clearance, prosecution, and enforcement matters involving trademarks used as titles of or elements in motion pictures, television programs, books, and video games, as well as collateral merchandise associated with these properties.

Lynn is the author of one of the leading articles on trademarks and the First Amendment, “*Twenty Years of Rogers v. Grimaldi: Balancing the Lanham Act with the First Amendment Rights of Creators of Artistic Works*,” which won the highly esteemed Burton Award for excellence in legal writing in 2010. Recognized by her peers and clients as an “accessible, hands-on practitioner with an immense understanding of media law and corporate realities,” Lynn is ranked among the top trademark lawyers in the Washington, DC area by *World Trademark Review 1000* and recognized as an “IP Star” by *Managing Intellectual Property Magazine* in 2014-2016.

Prior to founding Kelly IP, Lynn was Of Counsel at Finnegan, Henderson, Farabow, Garrett & Dunner, LLP in Washington, DC.

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Bar and Court Admissions

- District of Columbia
- Virginia
- U.S. District Court, E.D. Virginia
- U.S. Court of Appeals, Fourth Circuit

Education

- University of Tulsa, J.D., with highest honors, 1995
- Pennsylvania State University, B.S., with highest distinction, 1992

Professional Activities

- American Bar Association (Communications Section; Motion Picture, Television, Cable & Radio Division; past co-chair, Young Lawyers Division, Intellectual Property Law Section)
- International Trademark Association
- American Intellectual Property Law Association
- Association of Intellectual Property Firms (Member, Board of Directors & Trademark Committee)
- Association of Intellectual Property Firms, Member of Board of Directors

Highlights

- Searched and cleared thousands of trademarks for the entertainment industry, including titles of motion pictures, television programs, theme-park attractions, character names, likenesses, and elements within creative works, as well as related mass merchandising programs.
- Counseled clients and responded to hundreds of trademark and copyright-related entertainment claims.
- Global portfolio management and enforcement for some of the world’s most recognized brands.
- Served as Law Clerk to Hon. Herman Whisenant, 31st Judicial Circuit of Virginia.

Professional Recognition

- Recognized as a *WTR* Global Leader (2020)
- Recognized by *Managing Intellectual Property Magazine* as an “IP Star” (2014-2018).
- Named in *Managing IP’s Top 250 Women in IP* (2014-2018).
- Ranked among top D.C. trademark lawyers for non-contentious work in *World Trademark Review 1000* (2013-2018).
- Recipient of the 2010 Burton Award for effective legal writing for her article “Twenty Years of Rogers v. Grimaldi: Balancing the Lanham Act with the First Amendment Rights of Creators of Artistic Works.”

Select Publications

- “Twenty Years of Rogers v. Grimaldi: Balancing the Lanham Act with the First Amendment Rights of Creators of Artistic Works,” *The Trademark Reporter*, Nov./Dec. 2009.
- “Dilution of Famous Marks in the U.S.: The Victoria’s Secret Case and Its Progeny,” *Journal of the International Association for the Protection of Intellectual Property of Japan*, March 2004.
- “Naming A Drug in Just One Color: U.S. Trademark Protection for Organoleptic Properties of Pharmaceuticals,” *Trademark World*, March 2001.