



Jason Joyal

Partner

Jason Joyal focuses his practice on complex trademark, trade dress, copyright, false advertising, and unfair competition litigation. He has represented clients in diverse industries in federal courts throughout the country, as well as before the U.S. Patent and Trademark Office's Trademark Trial and Appeal Board (TTAB).

Jason is particularly experienced in all aspects of litigation, where he helps guide the firm's clients through the initial pleading stage, strategic use of pretrial discovery, dispositive motions, mediations, and trial. He has authored many successful briefs, including motions to dismiss and for summary judgment, and has leveraged several others into favorable and cost-effective resolutions. Jason also regularly counsels the firm's clients on trademark prosecutions and enforcement proceedings, and has experience advising and representing insurers on matters involving intellectual property insurance coverage and advertising injury claims.

Before joining Kelly IP, Jason gained significant intellectual property experience as a litigation associate in both the Los Angeles and Washington, D.C. offices of an international law firm. Prior to that, Jason served as a judicial law clerk to the Hon. Otis D. Wright, II, U.S. District Judge for the Central District of California. While clerking in one of the country's busiest federal district courts, Jason performed extensive legal research and analysis in several Lanham Act and Copyright Act matters, and drafted hundreds of judicial orders and published opinions.

Jason's peers consistently recognize him as an exceptional intellectual property attorney. He has been named an Intellectual Property "Rising Star" by Los Angeles (2014-2015) and Washington, D.C. (2016-2019) Super Lawyers Magazine, which is a distinction that honors the top 2.5 percent of lawyers age 40 or under, or who have been in practice less than 10 years.

While earning his law degree at Southwestern Law School, Jason served as a staff editor for the Southwestern Law Review, and was a winning oralist and writer for the Southwestern Moot Court Honors Program. He also gained additional federal court experience while completing a judicial externship at the U.S. District Court, Central District of California.

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Bar and Court Admissions

- District of Columbia
- California
- U.S. District Court, Central District of California
- U.S. District Court, Northern District of California
- U.S. District Court, Eastern District of Wisconsin

Education

- Southwestern Law School, J.D., cum laude, 2007
- University of California, San Diego, B.A., Political Science, 2004

Professional Activities

- International Trademark Association
- District of Columbia Bar Association (Section on Intellectual Property Law)
- California Bar

Professional Recognition

- Recognized by *Super Lawyers* as an Intellectual Property "Rising Star" (2014-2019)