Jacob M. Burr

Associate

Atlanta

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OVERVIEW

Jacob is an intellectual property attorney who helps clients resolve intellectual property disputes, prosecute patents, before the USPTO, and prepare responses pertaining to trademark, copyright, and patent inquiries. He also advises clients on licensing, enforcement, protection, and monetization strategies.

Jacob is experienced in a variety of industry sectors, including music, software, UX/UI, life sciences, medical devices, and apparel. His clients span the U.S., Europe, and Asia. As an advocate for both plaintiffs and defendants, he tailors litigation strategies to address the unique issues in each case, leveraging his experience clerking for a federal magistrate judge to help clients navigate the complexities of litigation.

REPRESENTATIVE MATTERS

Intellectual Property

- Successfully dismissed at the pleadings stage computer fraud and abuse and breach of contract on software terms of use claims, leading to favorable resolution in overall litigation.

Patent Litigation + Counseling

- Defended multiple pretrial infringement claims leading to favorable resolution in overall litigation prior to any dispositive rulings by the courts.

Trademark, Copyright + False Advertising

- Pursued various false advertising counterclaims through summary judgment and leading to favorable resolution in overall litigation.
- Pursued copyright infringement claims on behalf of a startup against a *Fortune* 500 company, securing a favorable resolution for the startup client.
- Obtained pretrial summary judgment ending case in favor of fashion brand and rejecting copyright infringement claims, including an award of attorney's fees for the successful defense. *See Bluprint Clothing Corp. v. Chicos Fas Inc.* Case No. 2:23-cv-04226 (C.D. Cal.).

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TOP AREAS OF FOCUS

- Intellectual Property
- Patent Litigation
- Trademark + Copyright

ALL AREAS OF FOCUS

- Intellectual Property
- Litigation + Trial
- Patent Litigation
- Trademark + Copyright

PROFESSIONAL EXPERIENCE

- Legal intern, Textron Specialized Vehicles, 2018

EDUCATION AND CERTIFICATIONS

EDUCATION

- University of Georgia School of Law, J.D., *cum laude*, 2020
- Georgia Institute of Technology, B.S., *with honors*, 2017

BAR ADMISSIONS

- Georgia
- U.S. Patent and Trademark Office

COURT ADMISSIONS

- U.S. District Court, Southern District of Georgia
- U.S. District Court, Northern District of Georgia

CLERKSHIPS

- Hon. Brian K. Epps, U.S. District Court, Southern District of Georgia, 2020-2022

PUBLICATIONS

- Co-author, "Take These 5 Steps to Protect Your Brand Under Trademarks Law," *Troutman Pepper Locke*, August 19, 2026.
- Co-author, "How The Amgen Case May Affect Patent Owners, Prosecutors," *Law360*, December 2, 2022.
- Co-author, "How the Supreme Court's Clarification of Enablement in Amgen May Affect the Future of Patent Law," *Troutman Pepper*, November 29, 2022.

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