

# Partner Jeffrey Greene Returns to Foley in New York

Jeffrey Greene has rejoined the firm's Trademark Copyright & Advertising Practice Group as a partner in its New York office. Greene, who was previously a partner at Foley from 2007-2017, joins the firm from Cooley LLP, where he had chaired its Trademark & Advertising Practice.

Greene's practice focuses on strategic foreign and domestic brand counseling and protection, including the creation, development, expansion and management of global trademark portfolios, creative brand enforcement strategies, the licensing of brand assets and advertising. He also advises clients on the trademark and intellectual property aspects of mergers and acquisitions and other business transactions, as well as agreement/contract drafting, licensing and negotiation and transfer issues.

Greene has extensive experience representing both startups and established companies across a variety of industries, including financial services, technology, fintech, media, consumer products, retail and fashion. He also has specialized experience helping pharmaceutical, biotech, medical device and other life sciences companies obtain and enforce foreign and domestic trademark rights for drug and device names.

Greene is routinely recognized as a top trademark and advertising attorney by leading outlets, such as World Trademark Review 1000 (WTR), Managing Intellectual Property and The Legal 500. He is a member of the International Trademark Association (INTA), where he currently serves on the U.S. Roundtables Project Team and the Law Firm Committee. Greene previously co-chaired the Leadership Labs Subcommittee and served on the Leadership Development Committee, the U.S. Programs Committee for INTA annual meetings, and the

Alternative Dispute Resolution Committee. He has also served on the Trademarks and Unfair Competition Committee of the New York City Bar Association.