Trademark Attorney Jason Blair Joins Dykema in Austin

Dykema, a prominent national law firm, has announced that Jason Paul Blair has joined its Trademark Practice Group as a Member in the firm's Austin office. He joins Dykema after over three years at Smith Gambrell & Russell, LLP in Austin. Before entering private practice, he spent over 13 years as a Trademark Examining Attorney with the United States Patent and Trademark Office (USPTO). There he managed the implementation of rules for sound and motion marks.

Blair's practice covers a broad spectrum of intellectual property issues, focusing on trademarks, trade dress, and copyrights. His extensive experience in the trademark registration process is grounded in his direct involvement in examining and prosecuting over 15,000 trademark applications at the USPTO.

He has a diverse background in managing trademark portfolios for clients from multinational corporations with global portfolios to small startups. His work includes clearance, prosecution, maintenance, and enforcement. He has also negotiated and drafted intellectual property licensing agreements. Also, he represented clients in trademark opposition and cancellation proceedings before the Trademark Trial and Appeal Board (TTAB).

His clients include well-known restaurant and hospitality brands, sports franchises, technology firms, and academic institutions.

"We are excited to have Jason join our Trademark Team and Austin Office," said Dan Harkins, Director of Dykema's Intellectual Property and IP Litigation Department. "His extensive experience at the USPTO is a great asset. It

strengthens our team of former Trademark Examiners. This brings unique expertise in securing brand protection for our clients.” His addition aligns with the firm’s growth strategy to meet the increasing demand for IP services.”

Blair is a Member of the International Trademark Association (INTA). He holds a J.D., cum laude, from the University of Miami School of Law. He completed B.A. in Political Science, cum laude, from the University of California, Los Angeles.