



# Jeff Nein

## Director + Chair, Intellectual Property Practice

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Jeff focuses his practice primarily in the areas of business, intellectual property and advertising advising clients on general business matters, contract negotiation, franchising, and intellectual property licensing and protection. He joined Kegler Brown in 2012.

### Business

Jeff offers creative and efficient strategies that are tailored to meet his clients' needs throughout every stage of the business life cycle, including entity formation and structuring, contract drafting and negotiation, and licensing. He helps clients achieve their goals and protect their businesses through his knowledge of various agreements, including confidentiality agreements and NDAs, operating agreements, licensing agreements, and purchase and sale agreements.

### Intellectual Property

Jeff focuses his intellectual property practice on identifying and protecting clients' intellectual property interests through market planning and due diligence, use of trademarks, copyrights, and software agreements, negotiation of confidentiality and non-disclosure agreements, and implementation of trade secret protection procedures.

Jeff also advises clients on domain dispute issues and has experience using the ICANN/UDRP process to force transfer of contested domains.

### Advertising

Jeff also counsels clients on advertising strategies to avoid intellectual property pitfalls and undesired attention of governmental authorities. From approving ad copy to navigating international spam guidelines and implementing endorsement policies, Jeff's practice focuses on keeping businesses in compliance with regulatory agencies such as the FTC and FCC, as well as providing practical advice for businesses operating in "grey" areas of the law. He advises clients on issues ranging from social media policies, product labeling requirements, advertising claims and representations, and more.

### Professional Affiliations

- + Columbus Bar Association, member

### Special Honors

- + Recognized by *The Best Lawyers in America*<sup>®</sup>, Ones To Watch, 2021-2023

### Charitable + Civic Involvement

- + Entrepreneurship and Community Development Clinic at the University of Cincinnati College of Law, member (2011-2012)

### Bar Admissions

- + Ohio

### Education

- + University of Cincinnati College of Law (J.D.)
- + The Ohio State University (B.S.)
- + Audencia School of Management (European Markets & Business Environment)