



Justin McNaughton

Partner

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Justin McNaughton is a partner in the Intellectual Property practice group at Greenspoon Marder. As a trademark attorney, he assists clients in protecting the hard earned goodwill their brands represent. He particularly enjoys difficult trademark areas, such as protecting cannabis brands and securing non-traditional trademarks, such as sounds.

With a background in structuring and executing deals, he works with businesses to find success through joint ventures and collaborations, and he assists clients in licensing brands, licensing inventions, and buying and selling companies. Startups and entrepreneurs choose Mr. McNaughton for his practical approach to company formation, intellectual property assignments, operating agreements, buy-sell agreements, shared services agreements, and for general corporate advice.

As a registered patent attorney, Mr. McNaughton helps clients to protect their inventions and investments. Select patents he has helped secure include a “stabilizing recoil lug and rail for rifle scope mounting,” a “harness for a violin,” a “bridge for an electronic instrument,” a “high efficiency distillation head,” a “short path distillation head,” and a “water shelter or shed to protect a worker from heat, smoke, fire and chemicals.”

Mr. McNaughton has significant experience in the following practice areas and industries:

- Trademark protection
- Patent prosecution and drafting
- Copyright law
- Internet and website law
- Commercial contracts and technology licensing
- Biotechnology and life sciences
- Entrepreneurs and startups
- Technology, software, trademark and patent licenses
- Technology transfer agreements
- Product research and development agreements
- Intellectual property acquisition agreements
- Website terms and conditions
- Privacy policies
- Purchasing agreements.

Mr. McNaughton was the President of the Young Lawyers Division of the Nashville Bar Association in 2016, where he

assisted fundraising and organizing events such as Race Judicata, Arts Immersion, Carbolic Smoke Ball, Brews for Backpacks, and Craft Beers for Costumes.

Bar Admissions

- Illinois
- Missouri
- Tennessee
- U.S. Patent and Trademark Office

Education

- J.D., Washington University, 2004
- B.A., Microbiology, Brigham Young University, 2001

Practice Areas

- Intellectual Property
- Cannabis
- Corporate
- Sports & Entertainment
- Internet and E-Commerce Law
- Innovation & Technology

Professional and Community Involvement

- United States Patent Bar, Member
- Tennessee Bar Association, Member
- Nashville Bar Association, Young Lawyers Division, President, 2016
- Missouri Bar Association, Member

Speaking Engagements

- Speaker, "You, Me & IP" *GM Webinar*, October 14, 2021
- Speaker, "You, Me & IP" *GM Webinar*, May 21, 2021
- Speaker, "Top Tips on Navigating Legal and Operational Startup Challenges" *GM Webinar*, May 17, 2021
- Speaker, "You, Me & IP" Monthly Greenspoon Marder webinar
- Speaker, "The Author Series," *NYU Journal of Intellectual Property & Entertainment Law Podcast*, April 17, 2020
- Speaker, "Intellectual Property in the Cannabis Industry," 2018 Connecticut Legal Conference, June 11, 2018
- Speaker, "Intellectual Property in Cannabis: What Can You Protect?," Cannabis Law, Accounting and Business Conference & Expo, October 26, 2017
- Panelist, "IP and the Intersection of Product Labeling and Packaging for Your Cannabis Business," Cannabis World Congress and Business Exposition, New York, June 16, 2017
- Panelist, "Legal Areas of Practice Affected by Cannabis Law," Palm Beach County Bar Association Cannabis Law Summit, April 20, 2017

- Speaker, "IP in the Cannabis Industry," Greenspoon Marder Denver Cannabis Workshop, April 6, 2017
- Speaker, "IP in the Cannabis Industry," Greenspoon Marder Portland Cannabis Workshop, February 16, 2017

Recognitions

- *Martindale-Hubbell*, Rated AV® Preeminent™

Publications

- Co-Author, "EEEEEEYOOOOO!: Reflections On Protecting Pitbull's Famous Grito," *NYU Journal of Intellectual Property and Entertainment Law*, Volume 9, Number 2, April 17, 2020
- Author, "Pursue Cannabis Intellectual Property Strategies Despite Limitations," *New Cannabis Ventures*, April 18, 2018
- Co-Author, "IP in the Cannabis Industry: Where Laws Collide," *The Federation of Defense & Corporate Counsel*, March 2018
- Author, "What is the difference between a business name and a trademark?," *Trademarkology Blog*, July 28, 2016
- Author, "America's Prince," *Trademarkology blog*, April 22, 2016
- Author, "PECHU SANDWICH: Lettuce, Tomato, Cheese, Chicken – Hold the © and ®," *Trademarkology Blog*, August 28, 2015

In the News

- Featured, " Greenspoon Marder Promotes 6 Attorneys To Partner", *Law360*, February 16, 2021
- Featured, "OK Boomer, Trademark Try For 'COVID' Is A Real Karen Move," *Law360*, August 28, 2020
- Mentioned, "'EEEEEEYOOOOO': Miami, Nashville Lawyers Worked 18 Months to Get Pitbull That Trademark." *Daily Business Review*, April 24, 2020
- Mentioned, "Pitbull Is One of the Few to Trademark a Sound, Hear His Signature Yell," *Radio.com*, April 22, 2020
- Mentioned, "Pitbull is now the owner of the sound 'EEEEEEYOOOOO.' Say it and you may owe him money," *Miami Herald*, April 17, 2020
- Quoted, "USPTO Opens Door to CBD Trademarks as the Market Booms," *Law Week Colorado*, June 12, 2019
- Quoted, "Stanley Black & Decker Sues Sears Over Craftsman Brand," *New York Post, Addison Gazette*, March 7, 2019
- Quoted, "A Marijuana Product Patent Dispute Marks a First for the Judicial System," *Law Week Colorado*, August 20, 2018
- Featured, "Cannabis Quirks in Intellectual Property Law," *Law Week Colorado*, April 20, 2017
- Largest Hemp Auction in the U.S. to Take Place in Tennessee
- Illinois Legalizes Recreational Cannabis!
- Cannabis Trademarks – The USPTO Issues New Guidance
- USDA Accepting Applications of Seed-Propagated Hemp for Plant Variety Protection
- Greenspoon Marder Intellectual Property Blog: Dusting Off the UDRP (Uniform Domain-Name Dispute-Resolution Policy)
- Attempting To Patent Cannabis-Related Inventions May Be Challenging
- Using Trade Secret Protection To Shield Your Marijuana-Related Intellectual Property

News

- You, Me & IP Webinar Series: It's Time to Confirm You're Properly Using Trademarks in Commerce
- You, Me & IP Webinar Series: Getting Back to Basics
- Greenspoon Marder Promotes Six Attorneys To Partner in 2021

- You, Me & IP Webinar Series: The Grinch Who Stole Holiday Trademarks
- You, Me & IP Webinar Series: A Cannabis Haiku
- Greenspoon Marder Hosts The You, Me & IP Webinar Series: "The Washington Football Team Is A \$3.4B Identity Crisis"
- You, Me & IP Webinar Series: The Washington Football Team A \$3.4B Identity Crisis
- You, Me & IP Webinar Series: COVID, Boomers and Karens: Oh My!
- Greenspoon Marder Secures Trademark for Pitbull's Signature Grito
- Greenspoon Marder Supports the Cannabis World Congress and Business Expo in Los Angeles
- Greenspoon Marder Attorney Justin McNaughton Featured Speaker at 2018 Connecticut Legal Conference
- Greenspoon Marder Attorneys Receive 2018 AV Preeminent Rating By Martindale-Hubbell
- Greenspoon Marder Supports the Nashville Bar Association Young Lawyers Division 20th Annual Carbolic Smoke Ball
- Greenspoon Marder Supports the Cannabis World Congress & Business Expo in New York
- Greenspoon Marder Supports Palm Beach County Bar Association's Cannabis Law Summit
- Greenspoon Marder Celebrates the Opening of its New Office in Denver with a Reception and Workshop on IP in the Cannabis Industry
- Greenspoon Marder Announces Further Expansion with Addition of Intellectual Property Practice, Opening of Office in Nashville

Videos

- You, Me & IP - Intellectual Property Questions from MJBizCon Conversations
- Webinar: You, Me & IP - Sensory Trademarks
- Cannabis Quick Hits: Intellectual Property in the Cannabis Industry
- Registering Trademarks With U.S. Customs and Border Protection to Stop Infringing Imports
- Top Tips on Navigating Legal and Operational Startup Challenges
- Webinar: You, Me & IP - Getting Back to Basics: What Makes a Strong Trademark
- Webinar: It's Time to Confirm You're Properly Using Trademarks in Commerce
- Webinar: You, Me & IP Series - The Grinch Who Stole Holiday Trademarks
- Webinar: You, Me & IP Series - A Cannabis Haiku
- Webinar: The Washington Football Team A \$3.4B Identity Crisis
- Webinar: COVID, Boomers and Karens: Oh my!
- Meet the Lawyers: Justin McNaughton (Cannabis)
- Meet the Lawyers - Justin McNaughton (Intellectual Property)