

Jennifer S. Martinez

Associate

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Jennifer Martinez provides counsel to clients on trademark, trade dress, and copyright law matters, both domestic and international, including clearance, portfolio management, prosecution, licensing, risk management, defense, and enforcement. She helps clients in a diverse range of industries — including music, entertainment, sports, pharmaceuticals, health/medical technology, and consumer products — secure protection for their intellectual property in the United States and worldwide.

Before joining Foley, Jennifer was a law clerk at a firm in Milwaukee. She also was a research assistant at Marquette University Law School, where she performed research in various areas of copyright law and privacy law. During law school, Jennifer worked as a Foley summer associate in the Trademark, Copyright & Advertising and Intellectual Property Litigation Practice Groups. Prior to law school, Jennifer was an aspiring professional volleyball player.

Jennifer is a member of the Trademark, Copyright & Advertising Practice Group as well as the firm's Latino Attorney Affinity Group.

Presentations and Publications

- Co-Host, "Trademarks & the Five Senses: Prosecution and Enforcement of Non-Traditional Trademarks," *INTA North America Roundtable* (June 2024)
- Speaker, "IP Case Law Update – *Kathryn Griffin et al. v. Ed Sheeran et al.*" (August 2023)
- Co-Author, "[Supreme Court's Jack Daniel's Decision Clarifies First Amendment Parody Defense in Trademark Infringement Cases](#)," *Foley In Fashion* (June 12, 2023)

Sectors

- [Fashion, Apparel & Beauty](#)

Practice Areas

- [Intellectual Property](#)
- [Trademark, Copyright & Advertising Counseling](#)

Education

- Marquette University Law School (J.D., cum laude, 2022)
 - Marquette University Law School Pro Bono Honors Society (50+ Hours Completed)
 - Recipient, CALI Excellence for the Future Award for the highest grade in Intellectual Property Law
 - Recipient, CALI Excellence for the Future Award for the highest grade in International Intellectual Property Law
 - Member, *Marquette Sports Law Review*
 - Member, Hispanic Latino Law Student Association
- Universidad Pontificia de Comillas, Madrid, Spain (2021)
 - Diploma in Legal Studies
- Eastern New Mexico University (B.A., summa cum laude, 2019)
 - NCAA Division II ENMU Women's Volleyball Team (2015-2019)
 - Lone Star Conference Volleyball All-Academic Team (2018-2019)
 - Lone Star Conference Volleyball Offensive Player of the Week (Sept. 2018)
 - ENMU Volleyball Offensive Player of the Year (2018-2019)

Admissions

- Wisconsin