FOLEY
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Jeffrey H. Greene
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Jeffrey Greene focuses his practice on strategic foreign and domestic brand counseling and protection including the creation, development, expansion, and enforcement of global trademark portfolios, creative brand enforcement strategies, licensing of brand assets, and advertising. He is a partner in the firm's New York office where he is a member of the Trademark, Copyright & Advertising Practice, and co-chairs the Fashion, Apparel, and Beauty Industry Team. He is also the former chair of the Trademark Copyright & Advertising Practice and the former Vice Chair of the IP Department.

Jeff regularly advises clients on the trademark and intellectual property aspects of mergers and acquisitions and other business transactions, including agreements, licensing, and negotiation and transfer issues. He has extensive experience addressing all these issues for startups and emerging and established companies across a variety of industries including financial services, technology, fintech, media, consumer products, food and beverage, retail, and fashion. On the life sciences front, Jeff has experience helping pharmaceutical, biotech, digital, and tele-health, and other life sciences companies — from emerging companies to well-recognized brands — obtain and enforce foreign and domestic trademark rights for drug and device names and related offerings.

Jeff is an active member of the International Trademark Association, where he currently serves on the U.S. Roundtables Project Team and the Madrid System Sub-Committee. He previously served on the Leadership Development Committee, where he co-chaired the Leadership Labs Subcommittee, the U.S. Programs Committee for the 2008 and 2010 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.

Awards and Recognition
Jeff is regularly recognized as a top trademark lawyer and included in leading publications and directories such as *Legal 500*, *Managing Intellectual Property,* and *World Trademark Review 1000* (WTR).

Affiliations

- International Trademark Association (INTA)
- New York City Bar Association
- American Bar Association
- Fashion Group International
- Retail Marketing Society

Presentations and Publications

- Editor, "Intellectual Property Law Over Borders Comparative Guide". The Global Legal Post (December 5, 2024)
- Contributor and Co-Host, "Fashion industry leaders discuss authenticity, growth and the future of retail". *Utah Business*, Fashion Roundtable (November 21, 2024)
- Co-author, "Tailoring Compliance Before AI Walks The Runway," Law360 (June 2024)
- Guest Speaker, Fashion Law Society, Fordham University School of Law (Spring 2023)
- Guest Lecturer, "Trademark Basics and Issue Spotting in Business Transactions and Licensing." Cornell Tech (Fall 2021, Fall 2022, Fall 2023, Fall 2024)
- Guest Lecturer, "Basic Knowledge and Issue Spotting for Emerging Growth Companies and Venture Capital Financing" Wharton School of the University of Pennsylvania (Spring 2020, Spring 2021)
- Co-author, "The Virtual Fitting Room," *New York Law Journal* (August 2023)
- Co-author, "Nonprofit Toolkit: Intellectual Property Manual," *New York Lawyers for the Public Interest (NYLPI)* (August 2020)
- Co-author, "Mirror Image: Using UK and US Case Law to Protect Publicity Rights," *World Trademark Review* (July 2020)
- Co-author, "How US Case Law Can Help Well-known Faces Protect Their Publicity Rights," *World Trademark Review* (June 2020)
- Co-author, "The State of Scandalous Trademarks Post-Brunetti," *Law360* (April 2020)
- Co-author, "What's in a Name? Business-Friendly Trademark Counseling in the Startup Scene," *World IP Review* (February 2020)
- Co-author, "Computer Generated Models: Intellectual Property and Advertising Risks," *New York Law Journal* (March 2019)
- Co-author, "Is Artificial Intelligence the Newest Trend in Fashion?," *New York Law Journal* (August 2018)
- Co-author, "What Can Blockchain Technology Do for the Fashion Industry?," *FashNerd* (April 2018)

Sectors

- Fashion, Apparel & Beauty
- Food & Beverage
- Health Care & Life Sciences
- Medical Devices
- Non-Fungible Tokens (NFTs)

- Pharmaceuticals

Practice Areas
- Intellectual Property

Education
- Yeshiva University, Benjamin N. Cardozo School of Law (J.D., 1996)
  - Articles Editor, *Journal of International and Comparative Law*
- Cornell University (B.A., 1992)
  - History and Theater Arts

Admissions
- New York