



MILLEN, WHITE, ZELANO & BRANIGAN, P.C.

The task of recognizing, developing, protecting and exploiting IP has never been more important—or more complex. It is imperative that businesses secure the services of thoughtful, incisive and cost-effective IP counsel. The attorneys, agents and staff of MWZB have been fulfilling these needs effectively for our clients for almost 50 years.



Jeff Smith Director

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Jeff Smith is a Director who has a broad practice in a wide variety of areas of trademark and copyright law.

Mr. Smith enjoys a significant practice in the rapidly-growing area of international trademark portfolio management and frequently works with associated law firms in foreign countries to obtain protection for his clients.

In addition, Mr. Smith has a substantial practice related to the Uniform Domain Name Dispute Resolution Policy (UDRP), which provides that trademark-based domain name disputes must be resolved by agreement, court action, or arbitration. He helps his clients secure the domain name rights to which they are entitled. He frequently writes opinions for clients on the risk that a particular trademark will be deemed to be infringing on an existing trademark.

Mr. Smith's practice also includes domestic trademark clearance, prosecution and enforcement; ex parte and inter parties proceedings before the Trademark Trial and Appeal Board; intellectual property licensing; copyright prosecution and enforcement; rights of publicity; and client counseling.

Mr. Smith also assists clients that wish to enforce their rights of publicity, including the right to enforce their commercial likeness, voice, and other distinctive aspects.

Mr. Smith currently represents clients on trademark or copyright matters in a broad range of industries, including the cosmetics, travel, construction, automotive, apparel, food and beverage, medical, financial, computer hardware and software, video game, telecommunications and retail industries.

Before joining the firm, Mr. Smith was an examining attorney and attorney trainer with the U.S. Trademark Office and a partner with the firm of Cohen, Smith & White, a firm that he founded in 1997 and that merged into the firm in 2001.

Services

Opinions and Analysis re: Trademark Ability, Infringement, and Due Diligence, Preparation and Prosecution of Domestic and International Trademarks, Trademark, Trademark Portfolio Management and Strategy, Licensing, Litigation, Unfair Competition, Domain Name Dispute Resolution and Copyright

Clerk Experience

George S. Reynolds, III, Leon County, Florida Circuit Court

Education

- Florida State University (B.A. Humanities, magna cum laude and Phi Beta Kappa 1984)
- Florida State University College of Law (J.D. 1989)

Honors and Award

- U.S. Department of Commerce Bronze Medal Award

Membership and Affiliations

- International Trademark Association
- American Intellectual Property Law Association, Trademark Law and Trademark-Relations Committee Member
- Intellectual Property Owners Association, Trademark Office Practice Committee Member

Admissions

- Florida State Bar 1990

Speaking Engagements and Publications

- Lecturer on U.S. Trademark Law to delegation from Egyptian Trademark Office – 1998 and 1999; Lecturer on Trademark, Copyright & Domain Names to Shenandoah University Business School - 2013