

Jon Webster is a partner in the Intellectual Property Practice Group where he represents clients on a wide range of matters, particularly involving trademark and copyright asset management.

Jon counsels clients on the full spectrum of brand portfolio management, including trademark strategies to enhance brand positioning and initiatives; the clearance, adoption, registration, protection, enforcement, use, and licensing of brands; and the development, implementation, and enforcement of trademark policies and practices, including global anti-counterfeiting management. He has extensive experience in both US and foreign trademark office practice (including registration, opposition, cancellation and related processes), along with packaging and labeling review of goods and services, advertising, and promotion to ensure regulatory compliance.

Jon presents trademark and brand strategy topics to members of the International Trademark Association, Practical Law Institute and other organizations.

Prior to joining the firm, Jon was Chief Trademark Counsel for Bausch & Lomb Incorporated, where he had worldwide responsibility for all facets of the company's entire global trademark and copyright portfolio and related commercial transactions. He also managed trademark, false advertising, unfair competition and trade dress litigation on a worldwide basis. Jon was on the Bausch & Lomb Global Branding Committee and counseled global, regional and local marketing and commercial personnel and teams for all of Bausch & Lomb's business units. During his time at Bausch & Lomb, Jon was involved in the due diligence, acquisition, integration and related transactional activities involving trademark portfolios. Jon was responsible for trademark license, franchise, sponsorship and endorsement agreements as well as the trademark provisions of distributor/vendor/advertising agency agreements.

### Professional and Civic Affiliations

- Member, New York State Bar Association
- Member, American Bar Association
- Member, International Trademark Association (INTA)
- Former Member, Association of Corporate Counsel (ACC)

### Honors and Awards

- AV Preeminent® Peer Review Rated by Martindale-Hubbell
- Listed, *World Trademark Review* WTR 1000: 2015, 2016\



JON O. WEBSTER

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### Admissions

New York  
U.S. District Court for the Western  
District of New York

### Education

SUNY Buffalo Law School, J.D.  
University of Chicago, B.A.

- SUNY Buffalo Law School
  - Managing Editor, *Buffalo Law Review*, 1983-1984
  - Associate Editor, *Buffalo Law Review*, 1982-1983

## Presentations

- Speaker, “Developing and Sustaining Productive Relationships Between In-House and Outside Counsel,” INTA Podcast, September 11, 2015
- Speaker, “Best Trends and Practices to Protect Your Brands,” The Knowledge Group Webcasts Series, February 9, 2015
- INTA (International Trademark Association)
- PLI (Practising Law Institute)
- ALI-ABA
- New York State Bar Association/Intellectual Property Section

