



Jill Sarnoff Riola

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Overview

Board certified in Intellectual Property Law by The Florida Bar, Jill is a highly experienced intellectual property litigator, specializing in trademark, copyright, unfair competition, and trade secret litigation. She is also highly experienced in intellectual property transactions, ranging from U.S. and international trademark prosecution, merchandising and licensing agreements, and complex technology development and licensing agreements arising out of incubator technology licensing.

Jill has a rich in-house background, first as in-house trademark counsel for Carter-Wallace Inc. in New York, and later as the first in-house trademark counsel for Apple Computer, developing its U.S. and international trademark and copyright portfolio and enforcement programs, and supervising its worldwide trademark and copyright litigation. Her in-house experience has given Jill an unusual depth of understanding of how her clients' businesses operate in the real world, enabling her to quickly grasp and anticipate her clients' legal needs to best assist them in developing appropriate litigation or intellectual property portfolio development, ownership, and monetization strategies.

An experienced intellectual property litigation mediator, Jill is a member of the International Trademark Association Panel of Neutrals and the panel of certified mediators for the U.S. District Court for the Middle District of Florida.

All Insights

10.02.2019 [Getting Creative with Video Games: Whose Game Is It, Anyway?](#)

09.18.2019 [Getting Creative with Video Games: DMCA Takedowns and You](#)

09.11.2019 [Getting Creative with Video Games: Copyright, Public Domain, and Fair Use](#)

09.11.2019	Supreme Court: Trademark Owner in Bankruptcy Can't Cancel Its Trademark Licenses <i>DRI, The Voice of the Defense Bar</i>
08.29.2019	The Game of the Name: Making Sure Your Trademark Is Available
08.15.2019	The Game of the Name: Choosing a Trademark for Your Video Game
06.24.2019	The U.S. Supreme Court Swears the Lanham Act Violates the First Amendment. Again.
06.12.2019	Supreme Court: Trademark Owner in Bankruptcy Can't Cancel Its Trademark Licenses
06.11.2019	Supreme Court Resolves Circuit Court Split: Copyright Registration Is a Prerequisite to a Copyright Infringement Suit
07.02.2018	Supreme Court to Resolve Copyright Registration Circuit Split
06.24.2016	Brexit and International IP: Changes are Coming
06.23.2016	Brexit and International IP: Changes are Coming
04.29.2016	A Playing Field for Trademark Pirates
04.06.2016	Cuba: A Playing Field for Trademark Pirates
09.21.2015	7 Things Startups Should Know About Intellectual Property Law
01.23.2014	Choosing a Trademark that Won't Buy You a Lawsuit
11.21.2013	How to Choose a Strong Mark to Discourage Infringement
10.15.2013	IP Protection: What are Trademarks, Service Marks and Logos?
06.03.2013	U.S. Supreme Court to Decide Standing Requirement to Bring False Advertising Claim
03.26.2013	U.S. Supreme Court Applies "First Sale" Copyright Doctrine to Allow Import and Sale of Gray Goods
12.03.2012	The Meaning of "Use," and Proving it to Get Federal Registration

12.27.2011	Managing Your Intellectual Property
01.01.1993	Practical Strategies for Corporate Trademark Licensing
01.01.1993	Legal Issues in the Production of Multimedia, Demystifying Multimedia: A Guide for Multimedia Developers from Apple Computer, Inc.
01.01.1992	Getting A Grip: A Practical Approach to Corporate Production of Multimedia
01.01.1991	But I Paid For It, What Do You Mean I Don't Own It

All News

02.01.2019	Carlton Fields Attorneys Named 2019 "World's Leading Trademark Professionals"
07.09.2018	Super Lawyers Honors 81 Carlton Fields Attorneys on 2018 Florida "Super Lawyers" and "Rising Stars"
02.08.2018	Carlton Fields Attorneys Named "World's Leading Trademark Professionals"
06.23.2017	Florida Super Lawyers Ranks 92 Carlton Fields Attorneys as 2017 "Super Lawyers" and "Rising Stars"
01.18.2017	Three Carlton Fields IP Lawyers Named "World's Leading Trademark Professionals"

Recognition

- Board Certified by The Florida Bar in Intellectual Property Law
- AV Rated by Martindale-Hubbell
- Recognized by *World Trademark Review 1000* as one of The World's Leading Trademark Professionals (2015-2019)
- Selected for inclusion in *Florida Super Lawyers*, Intellectual Property (2013-2019)
- U.S. District Court for the Middle District of Florida Panel Mediators (2004-present)
- International Trademark Association Panel of Neutrals (2005-present)
- Florida Supreme Court Certified Arbitrator (2005-present)
- *Orlando Business Journal's* Best of the Bar, Intellectual Property (2006)
- Selected for inclusion in *Florida Trend's* Florida Legal Elite (2010)

Professional & Community Involvement

- Defense Research Institute
 - Intellectual Property Litigation Committee
 - Steering Committee (2013–present)
 - Chair, Trademark Specialty Law Group (2013-2017)
- International Trademark Association (INTA)
 - Executive Committee (1993-1994)
 - Board of Directors (1991-1994)
 - Chair, Special Ad Hoc Committee on ADR (1992-1994)
 - Internet Policy and Electronic Communications Committees (1996-1997)
 - Anti-Counterfeiting and Enforcement Committee (1997-1998)
 - Membership Committee (2000-2001)
 - Roundtable Committee (2004-2005)
 - ADR Committee (2005-2009)
 - Panel of Neutrals (2005-present)
- State Bar of California
 - Executive Committee, Intellectual Property Law Section (1990-1991, 1999-2000)
- The Florida Bar
 - Business Law Section
 - Intellectual Property Committee
- New York State Bar Association
- American Bar Association
- Jewish National Fund
 - Board of Directors, Orlando Chapter
 - National Chair, Lawyers for Israel (2016–2018)
- Jewish Family Services
 - Former Member, Board of Directors

Speaking Engagements

- "Trademarks and Bankruptcy: A Conundrum," Celesq-West LegalEdcenter IP Master Series CLE Series Webinar (September 18, 2019).
- "Recognize and Protect Your Intellectual Property," Webinar hosted by i-Sight.com (2013).
- "Legal Issues in International Business," Crummer Graduate School of Business, Rollins College, Winter Park, FL (2005, 2004).
- "But I Paid For It, What Do You Mean I Don't Own It," Glocal Technology

Partners, Orlando and Tampa, FL (2002).

- “Florida Electronic Transactions Act and the Real Estate Industry,” Florida Land Title Association Annual Meeting, Jensen Beach, FL (2001).
- “Trademarks, Copyrights, and the Internet,” State Bar of California, San Francisco (1997).
- “Trademarks, Copyrights, and the Internet,” Promotion Marketing Association of America, Annual Law Conference, Chicago (1995).
- “Practical Strategies for Software Licensing,” Practising Law Institute, San Francisco (1995).
- European Community Trademark Act Seminar, Bureau Gevers and Sres. Elzaburu, San Francisco (1995).
- “Trademarks,” Computer Industry Seminar, International Trademark Association Annual Meeting, Orlando, FL (1995).
- “Practical Strategies for Software Licensing,” Practising Law Institute, San Francisco (1994).
- “Trademarks,” Computer Industry Seminar, International Trademark Association Annual Meeting, Seattle (1994).
- “Intellectual Property Rights Agreements for Multimedia,” International QuickTime Developers Conference, San Francisco (1993).
- “Intellectual Property Rights Agreements for Multimedia,” Santa Clara County Bar Association, Sunnyvale, CA (1993).
- “Intellectual Property Rights Agreements for Multimedia,” California State Bar Annual Meeting, San Francisco (1992).
- “Intellectual Property Rights Agreements for Multimedia,” American Intellectual Property Law Association, Palm Springs, CA (1992).
- “Global Intellectual Property Series, Practical Strategies Trademarks: Licensing,” Practising Law Institute, Los Angeles (1992).

Credentials

EDUCATION

- New York University School of Law (J.D., 1979)
- University of Rochester (B.A., *magna cum laude*, 1976)

BAR ADMISSIONS

- Florida

BOARD CERTIFICATIONS

- Intellectual Property

COURT ADMISSIONS

- United States Supreme Court
- U.S. Court of Appeals, Sixth Circuit
- U.S. Court of Appeals, Eleventh Circuit
- U.S. District Court, Central District of California
- U.S. District Court, Southern District of California
- U.S. District Court, Middle District of Florida
- U.S. District Court, Southern District of Florida
- U.S. District Court, Southern District of New York
- California State Courts

- Florida State Courts
- New York State Courts

Background

- Shareholder, Akerman Senterfitt, Orlando, FL (2007-2009)
- Partner, Baker & Hostetler, Orlando, FL (1995-2007)
- Senior Trademark and Copyright Counsel, Apple Computer Inc., Cupertino, CA (1986-1995)
- Attorney, Blakely, Sokoloff, Taylor & Zafman, Beverly Hills, CA (1983-1986)
- Trademark Counsel, Carter-Wallace Inc., New York (1982-1983)
- Attorney, Lieberman, Rudolph & Nowak/Hopgood Calimafde Khalil Blaustein & Lieberman, New York (1979-1982)
- Intern and Summer Associate, Fitzpatrick, Cella, Harper and Cinto, New York (1977-1979)

Areas of Focus

PRACTICES

- Alternative Dispute Resolution Services
- Business Transactions
- Corporate Law and Governance
- Esports and Electronic Gaming
- Hospitality
- Intellectual Property
- International
- Pharmaceuticals and Medical Devices
- Property & Casualty Insurance
- Trade Secrets / Noncompete Litigation and Consulting

INDUSTRIES

- Health Care
- Technology & Telecommunications