

Susan Jackson

Partner

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Susan Jackson serves as managing partner of the Charlotte office and focuses her practice on patents, trademarks, copyrights, and unfair competition, as well as client counseling, licensing, and opinion work. She places particular emphasis on patent and trademark preparation and prosecution. Ms. Jackson has a chemical engineering background and has experience in chemical and materials-related inventions in the areas of specialty chemicals, chemistry, additives, surfactants, pigments, antimicrobials, energy, fuel cells, materials, textiles, films, fibers, nonwovens, polymers, bioengineering, and medical devices. Ms. Jackson also has experience in patent preparation and prosecution for mechanical and computer software-related inventions.

Experience

Following is a selected sampling of matters and is provided for informational purposes only. Past success does not indicate the likelihood of success in any future matter.

Experience

- Experience in representing companies with large trademark and patent portfolios, both U.S. and foreign
- Experience in providing opinions including patentability, non-infringement, and invalidity opinions
- Represents clients on trademark matters across a range of industries including manufacturing, retail, technology, computer, and other industries
- Experience in representing financial and other service institutions in intellectual property matters including patent, trademark, licensing, and opinion work

Education

Wake Forest University School of Law, JD (1997)

- Wake Forest Law Review

Clemson University, BS, Chemical Engineering, magna cum laude (1994)

- President and Member, Tau Beta Pi National Engineering Honor Society
- Phi Kappa Phi

Admissions

North Carolina

South Carolina

U.S. Patent & Trademark Office

Practice Areas

[Cloud Computing, Licensing, & Transactions](#)

[Energy](#)

[Intellectual Property](#)

[Life Sciences - IP](#)

[Patent Counseling & Prosecution](#)

[Sports](#)

- Has counseled clients on technology licensing and technology development agreements

Representative Matters

- Represented global specialty chemicals company and prepared and prosecuted patent applications in areas of surfactants, additives, masterbatches, dyes, and pigments
- Represented national retail chain in private label branding effort and managing its trademark portfolio
- Represented a major U.S. financial institution in preparation and prosecution of patent applications for inventions in areas including information security, on-line banking, on-line financial transactions, financial instruments and products
- Represented medical and research institutions in preparation and prosecution of patent applications in biochemical systems, bioengineering and medical-related inventions

Previous Professional Experience

- In-house intellectual property lawyer, Clariant Corporation

Recognitions

The bar rules of some states require that the standards for an attorney's inclusion in certain public accolades or recognitions be provided. When such accolades or recognitions are listed, a hyperlink is provided that leads to a description of the respective selection methodology.

- ["IP Stars", published by Managing Intellectual Property \(2014-2019\)](#)
- [Best Lawyers in America® – Copyright Law, Patent Law, Trademark Law \(2009-2020\)](#)
- [Top 250 Women in IP in U.S. "IP Stars 2013 – Top 250 Women in IP" published by Managing Intellectual Property \(2013\)](#)
- [North Carolina Super Lawyers, Rising Star – Intellectual Property \(2010\)](#)
- ["Diversity in Business" award, Charlotte Business Journal \(2006\)](#)
- ["40 Under 40" award, Charlotte Business Journal \(2004\)](#)

[Trademarks & Copyrights](#)

Industries

[Banking & Financial Services](#)

[Consumer Products & Retail](#)

[Energy & Utilities](#)

[Manufacturing](#)

[Pharmaceuticals & Medical Devices](#)

[Sports](#)

[Technology](#)

[Transportation](#)

Professional Activities

- Clemson University Board of Visitors (2019-present)
- UNCC Advanced Management Program for Legal Executives (Fall 2018-Spring 2019) in association with ACC Charlotte Chapter
- North Carolina Bar Association, Women In Profession Committee (2011)
- Charlotte Women's Bar, Chapter of the North Carolina Association of Women Attorneys
 - First President and Founding Member (2005-2006)
- Carolina Patent, Trademark and Copyright Law Association, member
 - Immediate Past President (2004-2005)
 - President (2003-2004)
 - First Vice-President (2002-2003)
 - Second Vice-President (2001-2002)
 - Secretary 2000-2001
 - Board of Managers (1999-2000)
- North Carolina Bar Association
- Wake Forest School of Law, Law Alumni Council (2007-2009)
- Wake Forest School of Law Board of Visitors (2009)

Articles & Speeches

Insights

[Turning High Potential into High Impact](#), *Diversity Journal* (Fall 2017)

Events/Speaking Engagements

Intellectual Property Management of Marketing and Communications Programs, "*Carolina Energy Communicators Network Event*" of *E4 Carolinas* - Speaker (September 2015)

Intellectual Property, *ExporTech*, a joint program held by the Industrial Extension Service of NC State University and the U.S. Export Assistance Center - Speaker (June 2009)

Intellectual Property, *Wake Forest University MBA program* - Speaker (2007)

Why Intellectual Property? Fundamentals and Issue Spotting in a Business Environment, *CLE presentation to In-House Counsel* - Speaker (April 2007)

The Interface Between Patent Law and Antitrust Law, *CLE Presentation* - Speaker (2006)

International Intellectual Property Protection, *Leaders In Innovation Seminar Series*, sponsored by CPCC, the NC District Export Council, and the Carolinas US Export Assistance Centers - Speaker (February 15, 2005)

Import and Export Traps for the Unwary, *North Carolina Bar Association's International Law Section Annual Meeting*
- Speaker (May 15, 2003)

Technology Licensing, *Fundamentals of Intellectual Property Law Seminar, Lorman* - Speaker (December 11, 2002)