

Jacklyn M. Siegel

Partner

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Areas of Focus

Litigation + Dispute Resolution | Advertising Disputes and Challenges | Commercial Litigation | Intellectual Property Litigation | Non-Competes, other Restrictive Covenants, Trade Secrets and Raiding

“In an adversarial system, some litigators can be quick to turn everything into a fight, but I find value in collaboration. I identify the opportunities that most benefit my clients and represent their interests zealously.”

Overview

Jackie Siegel handles high-stakes intellectual property (IP) and commercial litigation involving clients' most important brands and business assets. With her in-depth experience in both subject areas, Jackie is uniquely positioned to confront IP-related disputes arising out of mergers and acquisitions and contract obligations.

Retailers, investors, technology providers and marketing firms, from startups to some of the world's largest technology and consumer products companies, value Jackie's unrelenting focus on protecting and enforcing their critical IP and contractual rights. Her IP work includes copyright and trademark infringement, violation of the right of publicity, and trade secret misappropriation matters involving critically acclaimed advertising campaigns, well-known trade names and innovative technology.

Jackie's commercial litigation practice ranges from simple contract disputes to complex M&A-related litigations, representation and warranty insurance disputes, and indemnification claims. She also has significant experience overseeing complex e-discovery programs. Her proactive approach positions clients favorably in court and creates a more efficient e-discovery process.

When claims arise, Jackie guides clients through the dispute process with strategies aimed at achieving positive outcomes as quickly and painlessly as possible. If litigation is unavoidable, she works to narrow exposure while ensuring clients are prepared and comfortable throughout the process.

Jackie immerses herself in her clients' operations to understand the nuances and sensitivities of their legal positions. She balances an aggressive, detail-oriented approach with practical advocacy rooted in her

clients' business objectives. She creates trusted relationships that help minimize her clients' potential exposure.

Before she joined Davis+Gilbert, Jackie practiced complex commercial and securities litigation as an associate at Paul, Weiss, Rifkind, Wharton & Garrison.

Representative Experience

- Obtained dismissal of an action against an adtech company specializing in technology that blocks malicious online advertising when a competitor sued for alleged trade secret misappropriation. Court granted our motion to dismiss in its entirety, protecting our client's reputation and its most important asset, its technology.
- Represented a manufacturing company in a suit to recover funds that a counterparty was wrongfully refusing to release from escrow following a corporate divestment. Obtained a prompt and favorable settlement that avoided protracted litigation and also set the tone for the parties' future dealings.
- Secured a judgment as a matter of law that exonerated a chief executive and his hedge fund management company from a consultant's claim for an unwarranted finder's fee. The federal court's decision, which found that a jury's verdict for the plaintiff had been unsupported by the evidence, resolved years of litigation and was affirmed on appeal.
- Resolved copyright infringement and other intellectual property claims asserted by a graffiti artist against a global marketing and communications firm and its client in connection with the alleged unauthorized use of the artist's mural in social media posts.
- Defended a global consumer goods company, along with its advertising agency and numerous major broadcasters, publishers, and streaming platforms, in a lawsuit concerning ownership of a recording of a major brand's iconic jingle. Our motions to dismiss substantially narrowed the case, leading to the dismissal and withdrawal of the plaintiff's trademark, right-of-publicity and unfair-competition claims. Settled the lawsuit on favorable terms after limiting potential copyright damages through a series of discovery rulings on "indirect profits" and filing meritorious motions for summary judgment and to amend our counterclaims to assert a fraud claim.
- Representing one of the world's largest marketing communications conglomerates in connection with multimillion dollar claims for breach of representations and warranties in connection with a \$300 million strategic acquisition, including claims against sellers and against an insurer pursuant to a representation and warranty insurance policy. Defeated multiple motions to dismiss.
- Represented a Fortune 50 global advertiser and its advertising agencies against allegations that certain legacy marketing materials contained various music tracks without authorization. Resolved the disputes by taking swift action and avoided litigation.

Insights + Events

Alert

New York Expands Scope of Negligent Supervision and Retention Claims Against Employers
July 10, 2023

Alert, Exploring the Metaverse and Web 3.0 – More than Crypto and NFTs

Jury Awards Six-Figure Damages to Hermès in First Major NFT Decision
February 16, 2023

Press Mention

World Trademark Review | On the Move: Davis+Gilbert Announces 2020 Promotions
January 10, 2020

Publication

Intellectual Property Magazine | American Graffiti
September 19, 2019

Alert

Street Art, Copyright Infringement, and De Minimis Use
September 4, 2018

Publication

PR Week | Battling the Real ‘Fake News’
February 2, 2018

Alert

Battling the Real “Fake News”: FTC Reaches Multi-Million Dollar Settlement with Internet Marketers for False Celebrity Endorsements
November 30, 2017

Alert

When Is a “Firm Offer” Really Firm When Negotiating Talent Agreements? When the Term Sheet Says So
June 1, 2017

Credentials

Education

New York University School of Law (J.D., 2010)

- Executive Editor, *New York University Journal of Legislation and Public Policy*

Duke University (B.A., *magna cum laude*, Phi Beta Kappa, 2006)

Clerkship

The Honorable Richard M. Berman, U.S. District Court for the Southern District of New York

Bar Admissions

New York

Court Admissions

U.S. District Court Southern District of New York

U.S. District Court Eastern District of New York

U.S. Court of Appeals Second Circuit

Associations

Member, New York City Bar Association

Member, Associate Board, Volunteer Lawyers for the Arts