

Juliette White is a powerful advocate for her clients and a skilled trial attorney. She excels at managing complex cases involving a wide range of legal disputes, including intellectual property, antitrust, consumer fraud, business torts and class actions. She also serves as a Vice President and Director of the firm.



Juliette P. White

Director, Vice President and Treasurer
Shareholder | Salt Lake City

Biography

Ms. White's clients represent a diverse spectrum of industries, including technology, healthcare, food and beverage, recreation, consumer goods, online retail, and health and wellness.

In her intellectual property practice, Ms. White regularly represents clients in patent, trademark, false advertising, copyright and trade secret litigation throughout the United States and advises clients regarding trademark and copyright protection and enforcement strategies.

Ms. White also represents clients in a wide range of business disputes including antitrust and unfair competition, class actions and consumer fraud. She regularly serves as a faculty member and presenter for the Utah State Bar's Trial Skills Academy.

A dedicated community advocate, Ms. White is the past president of the Board of Trustees for the Disability Law Center, Utah's protection and advocacy organization. In addition, Ms. White is currently pro bono counsel to the plaintiffs in a class action brought on behalf of individuals with intellectual and developmental disabilities who successfully asserted claims against the State of Utah seeking access to community-based services.

From 2019 – 2021, Ms. White served as president of the Board of Trustees for And Justice For All a nonprofit organization supporting access to justice in Utah. During the same period, she served as chairperson of the Board of Trustees for the Tenth Circuit Historical Society and is a member of the Utah Women's Forum. She is a past president of the David K.

Contact information

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Capabilities

Business & Commercial Litigation
Patent Litigation
Trademark and Trade Dress Litigation
Technology
Antitrust & Competition
Direct Sales and Multi-Level
Marketing
Copyright Litigation
Trademark Prosecution
Trade Secret Litigation
Technology, Licensing & Intellectual
Property Transactions

Licensed/Admitted

Utah
U.S. Dist. Court, Dist. of Utah
U.S. Court of Appeals, 10th Circuit
U.S. Court of Appeals, 9th Circuit

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Watkiss-Sutherland II Inn of Court, the Utah Chapter of the Federal Bar Association and the Utah State Bar's Antitrust & Unfair Competition Section.

Ms. White received her Juris Doctorate (J.D.) degree from the University of North Carolina School of Law. Contemporaneously with her law degree, she received a Master of Public Policy degree (M.P.P.) from Duke University.

Experience

False Advertising and Trade Secret Litigation

Represented client in false advertising and trade secret misappropriation lawsuit that resulted in a favorable verdict on both claims as well as findings of willful infringement.

Data and Monitoring Service Client

Lead counsel for LegitScript, LLC a leading provider of data and monitoring services to e-commerce companies, credit card processors and banks and government agencies in a lawsuit filed by nutritional supplement companies in Utah. Plaintiffs asserted various claims under the Lanham Act for false advertising as well as defamation and intentional interference. Settled on terms favorable to the client.

Parsons prevailed at trial for firm client MFGPC, Inc. against Mrs. Fields Franchising, LLC, for Mrs. Fields' breach of a Trademark License Agreement.

Parsons Behle attorneys Brian M. Rothschild, Juliette P. White, and Alexandra Hodson prevailed at trial for firm client MFGPC, Inc. against Mrs. Fields Franchising, LLC, for Mrs. Fields' breach of a Trademark License Agreement for the exclusive, worldwide right to use the Mrs. Fields trademark in association with the sale of prepackaged popcorn products. (Mrs. Fields Franchising, LLC v. MFGPC, Inc., Case No. 2:15-cv-00094, D. Utah). The dispute resolved six years of litigation, including two interlocutory appeals to the Tenth Circuit, that ensued when Mrs. Fields improperly terminated the Trademark License Agreement and then sued MFGPC for declaratory judgment that it had terminated properly. Mrs. Fields had purported to terminate MFGPC's rights under the Trademark License Agreement for non-payment of guaranteed royalties. In a ruling dated August 20, 2018, the District Court ruled on summary judgment that (1) Mrs. Fields, not MFGPC, owed a net balance to MFGPC for the sale of popcorn products that more than offset any royalties owed, (2) Mrs. Fields had no contractual ability to terminate the Agreement during a contract period absent MFGPC's breach, (3) MFGPC was not in breach because it was owed a net balance; and, therefore, (4) Mrs. Fields had breached the Trademark License Agreement by purporting to terminate the Agreement. The Court reserved the issue of damages for a later trial. After a three-day trial in September 2021 that included expert witnesses battling over complex economic damages, the District Court awarded MFGPC damages and attorneys' fees and costs pursuant to the Agreement.

Accomplishments

Professional

Recognized in *Best Lawyers in America*, Commercial Litigation

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Recognized in Chambers USA, for Intellectual Property – Utah, 2017 - 2026

Recognized in Utah Business Magazine's 2023 Legal Elite

Managing Intellectual Property Magazine, "IP Star" and "Top 250 Women in IP"

[Mountain States Super Lawyers Magazine](#), Rising Star (2009 - 2013); Super Lawyer (2014 - 2024); Top 50 Women Attorneys (2019, 2021-2024)

Academic

University of North Carolina School of Law (J.D., with honors)

Executive Editor of the *North Carolina Journal of International Law and Commercial Regulation*

Duke University, M.P.P.

University of Utah, B.A.

Associations

Professional

American Bar Foundation - Fellow

And Justice For All - Past President, Board of Trustees

Tenth Circuit Historical Society - Past Chairperson, Board of Trustees

Disability Law Center - Past President, Board of Trustees

David K. Watkiss - Sutherland II Inn of Court - Past President

David Winder Intellectual Property Inn of Court - Member

Federal Bar Association, Utah Chapter – Past President, Board Member

Utah State Bar, Antitrust & Unfair Competition Section – Past President

American Intellectual Property Law Association (AIPLA) - Member

International Trademark Association (INTA) - Member

Utah State Bar, Litigation, Intellectual Property, Antitrust & Unfair Competition and Cyberlaw Sections - Member

American Bar Association - Member

Presentations

“Litigation Strategies and Developments: Key Considerations, Navigating Judges and Forums, & Funding,” Utah State Bar IP Summit — Panelist, University of Utah S.J. Quinney College of Law, February 21, 2025

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