

*With a practical, results-oriented approach, Jonathan Love partners with clients to develop, maintain and protect their intellectual property, including through litigation, when needed.*



## Jonathan H. Love

Shareholder | Salt Lake City | Lehi

### Biography

Jon's practice spans Parsons Behle & Latimer's intellectual property, antitrust and competition and litigation practice groups, and his experience crosses numerous industries, including retail and consumer products, apparel, construction, nutritional and dietary supplements, dental and healthcare, food and beverages, agribusiness, software, semiconductors, higher education, social media, entertainment, outdoor recreation and emerging technology.

From startups to multinational corporations, clients trust Jon with all aspects of domestic and international brand protection and enforcement. Jon guides clients through the process of selecting and clearing trademarks, securing domestic and foreign trademark registrations, and maintaining and enforcing emerging and established brands, including domestic and worldwide trademark portfolios.

Clients benefit from Jon's experience in prosecuting trademark applications and responding to U.S. Patent and Trademark Office (USPTO) Actions. He regularly represents clients in opposition and cancellation proceedings before the Trademark Trial and Appeal Board and has counseled clients in matters regarding Uniform Domain-Name Dispute Resolution proceedings. He also provides guidance to clients in licensing and assigning trademarks.

For nearly two years, Jon worked with a client on a part-time secondment as outside counsel where he was responsible for prosecuting, managing and enforcing the client's global trademark portfolio.

Jon also has deep experience in securing copyright protection and enforcing rights in copyrighted works. He helps clients craft creative solutions to combat intellectual property infringement through the Digital Millennium Copyright Act and

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### Capabilities

Copyrights

Copyright Litigation

Intellectual Property Licensing

TTAB Proceedings

Technology, Licensing & Intellectual Property Transactions

Trademark and Trade Dress Litigation

Trademark Prosecution

### Licensed/Admitted

Utah

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online marketplace takedown procedures. He also advises clients in acquiring, licensing and assigning copyrights and other intellectual property.

As an experienced litigator and member of one of the largest and strongest litigation teams in the Mountain West region, Jon frequently represents clients in a broad array of disputes involving intellectual property and other issues.

Jon is Adjunct Faculty at Brigham Young University Law School and serves as the USPTO Trademark Clinic Supervisor at the Law School's Law and Entrepreneurship Clinics. He is also an Adjunct Professor at the University of Utah's S.J. Quinney College of Law where he has served as the Director of the IP Clinic and as a USPTO Trademark Clinic Supervisor.

Jon earned a J.D. degree from the J. Reuben Law School at Brigham Young University, where he graduated with honors. He also holds a B.S. degree in economics from the University of Utah. While in law school, Jon was executive editor for the BYU Journal of Public Law, an editor for the International Law and Management Review and a volunteer at the Family Justice Center.

Before attending law school, Jon worked as an analyst with Keystone Strategy where he provided analysis on economic theory and other damages-related issues for antitrust matters.

In his off-time, Jon is a competitive trail runner and has finished in the top 10 in several sub-ultra-distance and ultramarathon-distance trail races.

## Experience

### **Domestic and International Trademark Prosecution**

Represent client in the prosecution of trademarks in the U.S. and internationally.

### **Patent Infringement and Abuse of Process**

Defended client New U Life Corp. involving allegations of patent infringement, abuse of process and wrongful use of civil proceedings with favorable outcome.

### **Rebranding Strategy and Prosecution of Trademark Applications**

Successfully appealed the USPTO's refusal to register client's trademark. Secured opinion from TTAB supporting client.

### **Filing and Prosecution of Trademark Applications and Brand Protection Strategy**

Represented major coffee shop client through growth from one to more than 65 shops.

### **Filing and Prosecution of Trademarks**

Assist large agricultural client in the domestic and international filing and prosecution of trademarks as well as enforcement and defense.

### **Trademark Cancellation Action**

Represented client in defense of trademark cancellation actions before the TTAB.

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**NLU Products, LLC (BGZ Brands)**

Developed worldwide trademark registration and protection strategy and managed U.S. and international trademark portfolio, including client's core brands, BODYGUARDZ, LANDER, and MOXYO.

**Trademark Application Defense**

Defended our client's trademark application against opposition brought by Apple, Inc. and settled the matter amicably.

**Rebranding and Trademark Prosecution**

Assisted the client with a rebranding strategy and prosecution of trademark applications and successfully appealed the USPTO's refusal to register client's trademark.

**Defended Trademark Application from Opposition**

Represented the client in development of new brand and prosecution of trademark applications. Successfully defended against and prosecuted opposition actions as part of the registration process. Assisted client with acquisition of trademark rights.

**Defended TTAB Portfolio**

Defended and brought opposition proceedings in TTAB to protect client's extensive national and international trademark portfolio. Assisted in developing a new branding strategy and integration of marks from asset purchases. Provided education and training opportunities.

**Assisted Owner in Expansion over Four States**

Assisted the owner and franchisor of Beans & Brews coffee shops as it has grown from one location to 65 locations over four states by filing and prosecuting trademark applications and assisting in the development and implementation of a long-term brand protection strategy as well as implementing various watch notice and policing policies.

**Clear Smiles, Inc.**

Developed trademark registration strategy that included acquisition of existing marks and opposition actions against pending applications. Settled opposition actions favorably for client and successfully registered client's mark.

**Utah Avalanche Center**

Description: Developed intellectual property protection strategy, including registration of copyrights and trademarks.

**Apple, Inc. v. Super Healthy Kids, Inc.**

Represented client in opposition action filed by Apple, Inc. Case settled favorably for client.

**C-A-L Ranch Stores**

Management and enforce trademark portfolio.

**Harmony Hemp, LLC v. Palmetto Synergistic Research**

Represented client in declaratory judgment action seeking declaration of noninfringement. Case settled favorably for client.

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## Accomplishments

### Professional

Recognized in 2025 edition of World Trademark Review 1000

### Academic

Brigham Young University, J. Reuben Clark Law School (J.D., 2012)

University of Utah (B.S., 2007)

## Associations

### Professional

Serving as Trademark Faculty Clinic Supervisor for the Law & Entrepreneurship Clinic at J. Reuben Clark Law School at Brigham Young University, overseeing trademark prosecution work by clinic students

International Trademark Association – INTA Publications Committee Member (2024-Present); INTA Bulletin Committee Member (2020-2024)

American Bar Association – Member of USPTO Trademark Practice and Policy Committee, Member of Litigation and Intellectual Property Sections

American Intellectual Property Law Association – Member

Utah State Bar Association – Member of Litigation and Intellectual Property Sections

Federal Bar Association, Utah Chapter – Board Member 2017-2019

David K. Winder IP Inn of Court, Member

### Community

Law Day Run Planning Committee – Past Committee Member

Salt Lake Modern – Committee Member

J. Reuben Clark Law Society – Member

## Articles

USPTO Increasing Trademark Filing Fees Effective Jan. 18, 2025 (Dec. 9, 2024)

The Trademark Trap: Protecting Your Brand in China, October 14, 2024

Top Three Reasons for Watching a Trademark, August 19, 2024

USPTO Implementing New Trademark Application Filing System and Increasing Fees, May 10, 2024

USPTO Proposes Increase in Trademark Fees, INTA Bulletin, July 5, 2023

Brand Protection in China - Beware of Trademark Squatting, September 15, 2022

Utah Business Magazine

General Deceptiveness in Wines and Spirits, INTA Bulletin, April 7, 2021

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USPTO Adjusts Trademark Fees, December 2, 2020

INTA Bulletin

USPTO Proposes Increased Trademark Fees, July 22, 2020

INTA Bulletin

## Presentations

IP Law Year in Review, 26th Annual IP Summit, Intellectual Property Law Section of the Utah State Bar, February 16, 2024

Clearing a Path to Registration, Alternatives Beyond Cancellations and Oppositions, November 1, 2023  
Utah State Bar IP Section Trademark Bootcamp

Mid-Year Trademark Case Law Update and Discussion on Practice Approach in China: How Broad to Go, July 20, 2022

Utah State Bar Intellectual Property Section

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