



Trace H. Jackson

Attorney

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Practice Areas:

- Intellectual Property
- Patents
- Trade Secrets
- Copyrights
- Trademarks
- Business Law
- Sports & Entertainment
- Defamation & First Amendment
- Name, Image, & Likeness
- Higher Education
- Privacy Law
- Internet Law
- Appellate Law

Education:

University of Florida B.S.,
Mathematics, 2011

Northwestern University, M.S.,
Engineering Science and Applied
Mathematics, 2012

University of Florida B.A., Physics,
2016

University of Florida J.D., *summa
cum laude*, 2016

Trace Jackson specializes in intellectual property and technology law. Trace is passionate about protecting his clients' ideas, brands, and creations, ranging from multi-million-dollar corporations to authors, non-profits, small businesses, inventors, educational institutions, and artists. Trace considers himself an integral part of his clients' teams; so, he collaborates closely with each to chart the optimal path forward and strategically guide the development of their intellectual property portfolios. This enables his clients to focus on and excel in what they do best— inventing, creating, and operating their businesses.

A lifelong academic, Trace takes pride in his education and boasts that he is a "Triple Gator," having earned his B.S. in Mathematics, B.A. in Physics, and J.D., *summa cum laude*, from the University of Florida, where he also served as Editor in Chief of the Law Review and earned 12 book awards. Additionally, Trace earned his M.S. in Engineering Science and Applied Mathematics, with a specialty in computational physics, from Northwestern University. His extensive background in and continued dedication to science, research, and mathematical application enables him to work in mechanical, software, and chemical arts. This makes Trace the perfect scientist–attorney member of any business team.

Trace views his practice as an extension of his passion for learning. He has a genuine interest in discovering and understanding the unique qualities of both the people and businesses he represents and how their offerings exemplify those intangible assets. He takes joy in assisting others and fostering the growth of both individuals and businesses.

Due to his fervor for science, math, and law, Trace has emerged as a foremost expert on artificial intelligence and generative AI in Northeast Florida. Not only does he offer continuing education credits to attorneys on AI, generative AI, ethics in AI, and AI and intellectual property, but also actively contributes to the technology landscape. As a member of the Jacksonville Bar Association's Technology Board and Rogers Towers' Technology and AI Committees, his expertise in AI and technology law is evident. In 2023, Trace was honored with invitations to speak at several Jacksonville Rotary Clubs to address the ever-changing role of AI, specifically generative AI in the workplace and law. He relishes opportunities to share insights on the risks, rewards, and ethics of employing AI and generative AI across businesses and organizations of all sizes.

Trace prepares and prosecutes patent, copyright, and trademark applications. He also assists clients in enforcing and licensing patent, copyright, trademark, trade secret rights, and privacy law compliance to ensure that clients enjoy the maximum protection under complicated statutory regimes.

In his personal life, Trace enjoys connecting with intellectual property scholars across the country to further his education. His leisure time is devoted to tutoring students in math and science, while also serving as a life and career coach. Trace has a passion for travel, as well, with aspirations to set foot on every continent including Antarctica. His favorite international destination fluctuates between the Isle of Skye in Scotland and Hakone, Japan. However, within the continental U.S., there is no substitute for Asheville, North Carolina and the Appalachian Mountains, where he and his family share countless memories.

Representative Matters:

- Manage and grow patent portfolios of small inventors and large corporations.
- Analyze patent, copyright, trade secret, and other intellectual property protections surrounding corporate and creator assets.
- Review intellectual property licenses, assignments, and other documentation in connection with due diligence in corporate transactions, such as mergers and acquisitions.
- Guide brands through branding, rebranding, and brand protection.
- Analyze fair-use questions for fan works and content creation.
- Develop robust terms of service, EULAs, and privacy policies for eCommerce sites, brick-and-mortar businesses, and app creators, including ensuring compliance with relevant law, including GDPR and CCPA.
- Represent licensees and licensors in patent, copyright, trademark, and trade-secret license negotiations.
- Draft complex software contracts, including master services agreements and corresponding statements of work.
- Served as litigation support in patent-infringement suit at the U.S. District Court, Patent Trial and Appeal Board, and U.S. Court of Appeals for the Federal Circuit stages of litigation.
- Counsel for state college in successfully defending disciplinary action taken against student.
- Counsel for student in successfully defending and appealing against wrongful academic discipline.
- Successfully unfroze assets of eCommerce vendor wrongfully accused of participating in global counterfeiting scheme.

Bar Association Memberships:

- The Florida Bar
- Jacksonville Bar Association

Court Admissions:

- Florida
- U.S. District Court for the Middle District of Florida
- U.S. Court of Appeals for the Federal Circuit
- U.S. Court of Appeals for the 11th Circuit
- U.S. Patent & Trademark Office

Awards and Distinctions:

- Florida Super Lawyers®, “Rising Star” (Intellectual Property & Technology), 2020-2022, 2025-2026
- Best Lawyers®: Ones to Watch (Entertainment and Sports Law), 2023-2026
- Best Lawyers®: Ones to Watch (Litigation-Intellectual Property & Technology), 2023-2026
- Best Lawyers®: Ones to Watch (Education Law), 2024-2026
- Best Lawyers®: Ones to Watch (Intellectual Property & Technology Law, Patent Law), 2026
- Editor in Chief, Florida Law Review, 2015-2016
- Order of the Coif, University of Florida, 2016
- Book Awards: Constitutional Law, Criminal Law, Federal Criminal Law, Payment Systems, Torts, Internet Law and Policy, Introduction to Lawyering, Law Review, Legal Drafting, Legal Research, Sports Law, Electronic Discovery: Data Analysis and Review
- Accomplished Research Award (Florida Law Review)

Publications & Presentations:

- Trace Jackson, Note, *Can Jailbreaking Put You in Jail, Broke?*, 68 FLA. L. REV. 631 (2015)
- Moderator, 2015 Allen L. Poucher Lecture: *Cybersecurity and Our Digital Lives: A Policy Discussion* (November 2015)