

We are pleased to announce that  
**JESSICA A. EKHOFF** has become a partner.



Jessica's career with Pattishall began as a summer associate in 2011 and continued throughout her years as an associate. Jessica specializes in trademark, unfair competition, advertising, and copyright law and represents clients across a broad range of industries, including food and beverage, fashion, technology, and pharmaceutical. Jessica has extensive litigation experience, securing wins for clients before federal district and appellate courts across the country, the Trademark Trial and Appeal Board, the National Advertising Division, and the National Advertising Review Board. Her cases often involve working with expert witnesses on survey design, including likelihood of confusion, secondary meaning, and primary significance surveys.

Complementing her litigation work, Jessica's practice also includes advertising claim substantiation, drafting contest and sweepstakes rules, including for social media promotions, trademark counseling, clearance, and prosecution, and international trademark portfolio management.

Outside the office, Jessica is actively involved in the Chicago community. She is a mentor at The University of Chicago's Polsky Exchange, a startup incubator for U of C and southside entrepreneurs, and is a weekly 4th grade math and reading tutor with Tutoring Chicago. She co-chairs The Coalition for Women's Initiatives' Programming Committee, and has planned events related to performance reviews, intergenerational teams, and career changes within the legal profession. Jessica is also on the Associate Board of Lawyers for the Creative Arts, where she works to provide free legal resources to Chicago's creative community.

*Congratulations*