



Terria P. Jenkins

Member

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Profile

Terria is a seasoned trademark and copyright intellectual property attorney who works closely with her clients to optimize, protect and leverage their brands and expand their impact in the market. At Bond, Terria chairs the firm's trademark and brand licensing practice.

Terria has an exceptional range and wealth of knowledge in trademark portfolio development, strategic brand management, brand counseling and brand licensing, having overseen a large multinational trademark and copyright portfolio for Kodak - an iconic global brand.

As chief trademark counsel and division counsel for Eastman Kodak she advised the company's consumer and commercial businesses on a wide range of domestic and international trademark, copyright, marketing and corporate matters. She has significant experience in:

- Global trademark portfolio management
- Global brand licensing
- Strategic brand counseling
- Trademark enforcement & protection
- Deal Negotiation
- Training and development
- Litigation management
- Claims review
- Advertising, marketing and copyright clearance and counseling
- Contract drafting and management
- IP due diligence/M&A support
- Mediation and dispute resolution

She also served as managing counsel and chief trademark counsel for Carestream Health, Inc., a medical imaging and equipment company, managing their sizeable trademark portfolio and directing the company's brand and marketing activities. Terria's in-house and private practice experience spans a range of businesses from start-ups and spin-out companies to mature businesses.

Prior to going in-house, Terria worked for the United States Patent and Trademark Office as a trademark examining attorney.

Honors & Affiliations

- *Rochester Business Journal*, Women of Excellence, 2023
- Western New York's Power Players, Power 20 List, Intellectual Property, *The Daily Record*, 2021, 2022

Education

- The Catholic University of America, Columbus School of Law (J.D. 1993)
- The American University (B.A. 1987)

Bar/Court Admissions

- New York
- Maryland
- District of Columbia

Practices

- Intellectual Property

- Certified Mediator, New York State Unified Court System
- International Trademark Association (INTA), Member
- Society of Product Licensors Committed to Excellence (SPLiCE), Member
- Judicial Clerkship: Law clerk to the Hon. Russell F. Canan (ret.), Superior Court of the District of Columbia
- Trial experience: Trial attorney, Maryland State Public Defender's office
- Leaders in Law Attorney of the Year, *The Daily Record*, 2014

Representative Publications

- Jenkins Brings Trademark Law Prowess to Bond, Schoeneck & King, *Rochester Business Journal*, July 20, 2021

Other Activities

- JustCause (formerly Volunteer Legal Services Project of Monroe County, Inc.), Board Member
- The Father's House, Board Member
- Center for Dispute Settlement, Program Manager & Volunteer Mediator