

John C. Pickerill

SHAREHOLDER

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John Pickerill, Chair of the Advertising, Marketing & Trademark Group, is a trademark and advertising attorney, with a specific emphasis on social media legal issues.

John assists clients with trademark planning, prosecution and enforcement, social media marketing planning and compliance, ad copy and sweepstakes/promotions compliance, industry agreements, dispute resolution, content licensing, and a wide range of copyright matters. John has developed a specialty in guiding clients through the legal minefield of internet marketing, including site-specific promotional restrictions, privacy issues, and applying traditional legal theories to the ambiguous world of social media.

Before law school, John spent over five years as an advertising executive at Carmichael Lynch Advertising managing campaigns for such clients as Harley-Davidson, Rollerblade and Volvo Trucks. This real-world experience in branding and marketing gives John a unique comfort level in the industry, allowing him to provide his clients with practical, business-focused advice.

John graduated *magna cum laude* from William Mitchell School of Law and was named to the Law Review. John was named one of the top 50 trademark attorneys in the U.S. in 2008 by *Trademark Insider* magazine. He has been on the Advertising Federation of Minnesota Board for 6 years and serves as legal counsel for Ad Fed Minnesota, the American Institute of Graphic Artists and Alphabet Bash—a local consortium of marketing industry trade organizations.

REPRESENTATIVE EXPERIENCE

- Advertising Copy Compliance
- Sweepstakes Compliance
- Social Media Planning & Enforcement
- Mobile Marketing Issues
- Trademark Searches/Registrations
- Domain Name Selection/Protection
- Copyright Searches/Registrations
- Trademark/Copyright Disputes
- NAD/NARB Challenges

- Advertising Legal Disputes
- Errors/Omissions Insurance Review
- Agency/Client Agreements
- Celebrity Talent Agreements
- Website Development Agreements
- Non-Compete Agreements
- Music License Agreements
- Trademark Licensing Agreements

SELECTED ARTICLES & PRESENTATIONS

- Quoted in “Stephen R. Bergeson: When Mad Med Become Lawyers,” *Attorney at Law Magazine*, October 2014
- World Trademark Review 1000, *World Trademark Review 1000 – The World’s Leading Trademark Professionals*, 2014
- Panelist, Fredrikson & Byron Legal Panel, Nina Hale, Inc., June 13, 2013
- Panelist, A View from the Trenches Practical Tips for Managing Your Brand Through Social Media, March 20, 2013
- Presenter, “Legal Debriefing Q&A: Copyrights, Contracts and Trademarks, Oh My!”, AIGA Minnesota’s Design Camp, October 5, 2012
- Speaker, “Intellectual Property as Assets,” Augsburg College, April 2012
- Moderator, “Digital Branding for Business,” Women’s Business Matters Series, April 25, 2012
- Speaker, “Protecting and Defending Intellectual Property Via Social Media,” IABC Presentation, March 2012
- “Scratching a Niche,” *Twin Cities Business Magazine*, February 2012
- Speaker, “What Creative Start-Ups Need to Know About Copyrights,” Women Entrepreneurs of MN, January 2012
- Speaker, “Social Media and Intellectual Property,” The Bar Association of Metropolitan St. Louis, January 12, 2012
- Speaker, “Social Media & Design,” AIGA Design Camp, October 2011
- Moderator, “Advertising Law & Strategy,” MN Bar Association CLE, March 30, 2011
- Presenter, “Results May No Longer Vary: Using Testimonials and Endorsements,” MN Bar Association CLE, March 11, 2011
- Presenter, “Tricks & Trends for using Social Media as a Marketing Tool,” Lorman CLE, Bloomington, MN, March 1, 2011
- Presenter, “Ad Law in a Nutshell,” St. Cloud Advertising Federation, February 23, 2011
- “Where Privacy and Popularity Collide: Liability, Limitations and Loopholes in Publicity Law,” MN Bar Association CLE, January 21, 2011
- Presenter, “Is ‘Fair Use’ Fair?: Using the Works of Others,” AIGA Design Camp 2010, October 3-5, 2010
- Speaker, Advertising Industry Legislative Summit, April 22, 2010

- Presenter, “The Power of Green: Good Intentions, Global Warming & the FTC’s Green Guides,” Better Business Bureau, March 2, 2010
- “The New FTC Testimonial Guidelines: Results May No Longer Vary,” *Fredrikson & Byron’s Trademark TopicsSM*, February 2010
- Speaker, Advertising Law: New Year, New Rules, December 15, 2009
- Presenter, “Legal Basics for Running Your Own Shop,” AIGA Design Camp 2009, October 2-3, 2009
- Presenter, “When Facebook, YouTube and Wikipedia Attack: Protecting Your Brand,” Fredrikson & Byron Franchise Seminar, July 22, 2009

EDUCATION & ADMISSIONS

EDUCATION

- William Mitchell College of Law, J.D., 2002, *magna cum laude*; Law Review
- Iowa State University, B.S., Journalism/Advertising, 1990, graduated with *Phi Kappa Phi honors*

BAR ADMISSIONS

- Minnesota, 2002

PROFESSIONAL ACTIVITIES & HONORS

PROFESSIONAL ACTIVITIES

- Account Executive, Carmichael Lynch Advertising, 1994-1999, managing marketing campaigns and building brands for such clients as Harley Davidson, Rollerblade and United HealthCare (an invaluable education for any ad law and trademark attorney)
- Advertising Federation of Minnesota, former Board Member and legal counsel
- American Institute of Graphic Arts, legal counsel
- MIPLA
- Art Buddies, Board Member

HONORS

- *CSC Trademark Insider Report*, Top 50 Trademark Attorney, 2008
- *William Mitchell Law Review*
- *Magna Cum Laude*
- *Minnesota Super Lawyers*; *Minneapolis St. Paul Magazine*; *Twin Cities Business*, Rising Star, 2007

PRACTICE AREAS

- Advertising, Marketing & Trademark Law
- Copyright Protections & Enforcement
- Sweepstakes Law