



**BANNOCKBURN, ILLINOIS**

NEAL & McDEVITT, LLC  
2801 Lakeside Drive, Suite 201  
Bannockburn, IL 60015  
P: 847.881.2459  
F: 847.441.0911  
Email [jblair@nealmcdevitt.com](mailto:jblair@nealmcdevitt.com)



LinkedIn:

<https://www.linkedin.com/in/jasonpaulblair/>

**ADMISSION TO PRACTICE:**

Florida (2003)  
Indiana (2004)  
Texas (2019)

U.S. District Court for the Northern District of Indiana (2004)  
U.S. District Court for the Southern District of Indiana (2004)  
U.S. District Court for the Western District of Texas (2019)  
U.S. District Court for the Southern District of Texas (2021)  
U.S. District Court for the District of Montana (2023)

**EDUCATION:**

**Juris Doctor**, 2003, University of Miami School of Law (Coral Gables, Florida) *cum laude*

- Dean’s Merit Scholar
- Dean’s Certificate of Achievement in Administrative Law and Trademark Law

**Bachelor of Arts**, 2000, Political Science, University of California, Los Angeles (UCLA) *cum laude*

**Jason P. Blair**

**PARTNER**

Jason Paul Blair handles a wide variety of intellectual property matters, with an emphasis on trademark, trade dress, and copyright issues. Prior to private practice, Jason was an examining attorney for the U.S. Patent & Trademark Office (USPTO) for over a dozen years. His direct involvement in the prosecution and examination of over 15,000 trademark applications in the USPTO affords him an extraordinary depth of experience in the trademark registration process.

In 2008, Jason was named the USPTO’s Special Marks Examiner for Sound and Motion Marks, and was instrumental in implementing agency policy standards and procedures for trademarks incorporating sound or motion. In addition to examining all of the sound and motion mark applications, Jason drafted several provisions of the Trademark Manual of Examining Procedure (TMEP) dealing with those marks, was directly involved in the formulation of sound and motion mark policies, and worked with foreign government officials in efforts to harmonize sound and motion mark practices globally.

A professional singer and pianist from the age of six, Jason began his childhood career performing in Branson, Missouri, and eventually moved to Los Angeles, where he not only performed as a musical artist, but also worked in music production and promotion with several major label recording artists. Jason’s knowledge of music theory and audiology are useful in sound mark and copyright matters, and his experience in artist promotion is invaluable in brand development and marketing strategy.

In addition to music, Jason loves spending time with his wife and triplets, enjoys restoring classic cars, and enjoying the Hill Country of Texas near Austin, where he resides.

**Professional Accomplishments**

- Ranked by the World Trademark Review to the WTR 1000, trademark prosecution and strategy in both Texas and the Washington, DC regions
- Recognized as one of The Best Lawyers in America® for Trademark law by Best Lawyers®

## Outreach

### Representative Speaking Engagements:

- 2025 Intellectual Property Owners Association Annual Meeting – Panelist, Navigating the 2025 USPTO Trademark Challenges
- 2025 International Trademark Association Annual Meeting – Panelist, The Use of Consumer Surveys in Non-Traditional Mark Litigation
- 2025 International Trademark Association Annual Meeting – Panelist, A Comparative Analysis of Non-Traditional Mark Registration
- 2019 International Trademark Association Leadership Meeting – Featured Speaker, Examination of Sound and Motion Marks, An Inside View from a Former USPTO Examiner

## Professional Memberships

### Member:

- International Trademark Association (INTA)
- Intellectual Property Owners Association (IPO)
- The Honorable Lee Yeakel IP Inn of Court
- Austin Intellectual Property Law Association

### International Trademark Association:

- Non-Traditional Mark Committee (Education Task Force Leader) – 2024 – Present
- Trademark Offices Practice Committee (TOPC) – 2019 – 2024

### Intellectual Property Owners Association:

- U.S. Trademark Law and Litigation Committee (Voting member)
- Corporate IP Management & Operations Committee (Non-voting member)

## Representative Cases

- LNY PLM, LLC v. Carnival Corporation (SDTX) (Trademark infringement) (Plaintiff's Counsel)
- LNY PLM, LLC v. Caves d'Esclans (SDTX) (Trademark infringement) (Plaintiff's Counsel)
- Landry's LLC at al v. Houston Interactive Aquarium & Animal Preserve LLC (SDTX) (Trademark and trade dress infringement, unfair competition, false advertising) (Plaintiff's Counsel)
- Coffee Traders v. Ghost Town Coffee Roasters (D MT) (Trademark infringement and unfair competition) (Plaintiff's counsel)