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WTR 1000 Neal & McDevitt LLC Recommended Firm 2026

Jeffrey T. Norberg

PARTNER

Jeff Norberg joined Neal & McDevitt in 2016 after litigating in large law firms in Silicon Valley. Jeff's practice at the firm focuses on litigation and other disputes in the areas of trademark, copyright, advertising and rights of publicity.

Jeff's 25-year litigation and dispute resolution practice has included representing well-known brands such as Prince, Facebook, Google and Comcast, and smaller companies in need of creative solutions to help keep the company's resources focused on core missions rather than litigation. Most of Jeff's practice focuses on representing clients in Federal Courts across the country and before the Trademark Trial and Appeal Board.

Jeff also maintains a robust pro bono practice and volunteers with various bar and trade associations. Jeff currently serves as a member of the pro bono committee for the International Trademark Association and is a member of the Professionalism Committee of the Multnomah County Bar Association. Jeff also serves as an arbitrator for the Multnomah County Circuit Court.

Professional Accomplishments

- Member of *pro bono* legal team for San Francisco in *City and County of San Francisco v. State of California*, (2004-2005) (lawsuit challenging State of California's ban on same sex marriages)
- Board Member, AIDS Legal Referral Panel, San Francisco, California (2006-2010)
- Volunteer Attorney, CAIR Travelers Assistance Program, Chicago, Illinois (2017)
- Volunteer Attorney for Lawyers for the Creative Arts, Chicago, Illinois (2016-2020)
- Law Student Mentor, Lesbian and Gay Bar Association of Chicago (2017-2020)
- Arbitrator, Multnomah County Circuit Court (2024-present)
- Member, Professionalism Committee of the Multnomah County Bar Association (2025-2027)

ADMISSION TO PRACTICE:

California (2001)
Illinois (2014)
Oregon (2021)

United States Court of Appeals, Seventh Circuit
United States Court of Appeals, Ninth Circuit
Trial Bar of the United States District Court for the Northern District of Illinois
United States District Court for the Central District of Illinois
United States District Court for the Southern District of Illinois
United States District Court for the Northern District of California
United States District Court for the Central District of California
United States District Court for the Eastern District of California
United States District Court for the Eastern District of Texas
United States District Court for the Southern District of Texas
United States District Court for the Western District of Texas
United States District Court for the Eastern District of Michigan
United States District Court for the District of Oregon

EDUCATION:

J.D., *cum laude*, 2001, University of California, Hastings College of the Law
B.A., Japanese, 1995, University of Oregon

Professional Memberships

- International Trademark Association (INTA) – Pro Bono Committee
- The Copyright Society
- American Bar Association – Intellectual Property Law Section (ABA-IPL)
- Multnomah County Bar Association
- OGALLA, Oregon's LGBTQIA+ Bar Association

Representative Cases

Jeff represents large public companies in litigation and administrative disputes throughout the United States. Jeff's current cases include representing Cloudflare, Inc. in a Trademark Trial and Appeal Board cancellation matter regarding the CLOUDFORCE ONE mark, and representing the IFS Institute in connection with litigation in the Northern District of Illinois regarding the INTERNAL FAMILY SYSTEMS and IFS trademarks.

Jeff's prior representations have included:

- ***Kotero v. Paisley Park Enterprises, LLC*** (C.D. Cal.): Defended Paisley Park Enterprises in trademark litigation on the APOLLONIA 6 trademark.
- ***The Center for Self Leadership d/b/a IFS Institute v. PESI, et al.*** (N.D. Ill.): Representing IFS Institute in connection with trademark litigation on the INTERNAL FAMILY SYSTEMS and IFS trademarks.
- ***American Institute of Architects v. Sunburst Software*** (D. Vt.): Represented the American Institute of Architects in connection with trademark litigation on the AIA trademark.
- ***Yes v. O'Regan*** (D. OR): Represented defendant in connection with copyright litigation over rights to a film.
- ***International Code Council, et al. v. New Fashion India, et al.*** (E.D. NY): Successfully represented ICC in copyright infringement and trademark counterfeiting action including overseeing of U.S. Marshals seizure of counterfeit materials.
- ***The Ida. B. Wells Memorial Foundation v. Delmarie Cobb d/b/a Ida's Legacy*** (T.T.A.B.): Won cancellation of IDA'S LEGACY registration after trial at the Trademark Trial and Appeal Board.
- ***Rio Grande Games v. Toys4Less, et al.*** (N.D. Ill.): Won temporary restraining order and preliminary injunction in counterfeiting case over the Dominion® game.
- ***Principal Financial v. Booy*** (N.D. Ill): Won temporary restraining order and *ex parte* seizure order against operator of Ponzi scheme that used PRINCIPAL trademarks including overseeing of U.S. Marshals seizure of counterfeit materials.
- ***Facebook v. Think Computer*** (T.T.A.B.): Won trial on the merits for Facebook at the Trademark Trial and Appeal Board.
- ***Leader Tech. v. Facebook*** (D. Del.): Successfully defended Facebook in Facebook's first jury trial.
- ***Valve Software v. Sierra*** (W.D. Wash.): Represented publisher of Half Life videogame in copyright dispute with developer of Half Life 2.