



Jackie Stelling
Of Counsel | Corporate

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WH | BURKLEY
ATTORNEYS AT LAW

OVERVIEW

Jackie is a Counsel in WH Burkley's Corporate Group. She specializes in intellectual property and trademark law. With over twenty-five years of experience, including over a decade as in-house counsel for leading global consumer products companies in the pharmaceutical, food and beauty industries, Jackie has helped countless companies register and protect their brand assets, in the U.S. and abroad. She regularly advises businesses of all sizes, from solo entrepreneurs to multinational companies, on intellectual property and trademark matters.

As an in-house IP lawyer, Jackie served as the lead trademark counsel for iconic brands such as GERBER and COVERGIRL and managed licensed brands in the beauty industry including ADIDAS, NAUTILUS, DAVID BECKHAM, KATY PERRY and VERA WANG.

Jackie is also the co-founder of Brand Action, a non-profit organization principally focused on bringing the international trademark community together to support people in times of crisis.

EXPERIENCE

Jackie advises on a board range of intellectual property and trademark matters, including:

- Madrid refusals
- Preparing and responding to cease and desist letters
- Monitoring competitor trademarks
- Copyright filing
- Negotiation and preparation of license agreements and related contract
- IP audits and portfolio optimization

RECOGNITION

- *Women's IP World* – Top 10 Women Leaders in Entrepreneurship and Business Leadership | 2025
- *Managing IP* – Top 50 Most Influential People in IP | 2024
- *International Trademark Association* – INTA Rising Star | 2024

ASSOCIATIONS

- International Trademark Association (INTA) | Member | 2001-present
 - Vice-Chair – Resources Distribution Subcommittee | 2024-2025
 - Public Information Committee | 2022-2025
- European Community Trade Association (ECTA) | Member | 2023-present
 - Publications Committee | 2023-2024
- Brand Action | Founder | 2022-present
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EDUCATION

- The George Washington University Law School, J.D.
- Georgetown University, B.S

FOCUS

- Corporate

OFFICE

- Cleveland