

BELL NUNNALLY STRENGTHENS IP SERVICES WITH LATERAL JASON NARDIELLO

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Jason S. Nardiello has joined Bell Nunnally & Martin LLP as a partner in its Intellectual Property practice. Previously with Barclay Damon LLP in Syracuse, N.Y., where he was a partner and head of that firm's Trademark and Copyright Practice, Nardiello will focus on litigation and marks the second, high-level addition to Bell Nunnally's IP group in the past two months.

"IP is increasingly critical to all businesses and we're really focused on delivering on client needs in this area. Jason's experience working to protect some of the world's most-recognized brands will be a decided benefit for clients – especially those who understand the value of establishing and protecting their trademarks," said James Skochdopole, managing partner of Bell Nunnally.

Nardiello focuses on trademark, copyright and unfair competition law. An active litigator, he has extensive experience as lead counsel in high-stakes trademark and copyright matters involving well-known brand names, such as Nikon, Subaru and Epson. Nardiello also manages and enforces large trademark portfolios, helping clients to leverage their commercial competitive advantages worldwide. He regularly practices trademark prosecution at the U.S. Patent and Trademark Office (USPTO) and opposition and cancellation proceedings before the Trademark Trial and Appeal Board.

A graduate of New York Law School (J.D., 2001) and the College of New Jersey (B.S., 1997), Nardiello was featured in the *New York Times Magazine* as part of the 2017 "New York Metro Super Lawyers" supplement, in the category of "Intellectual Property Litigation."

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