

Jennifer M. Hetu

Member

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Jennifer Hetu's practice focuses on trademark law and brand protection. She advises businesses of all sizes on a wide range of trademark matters in the U.S. and international markets, collaborates with foreign law firms on worldwide trademark protection, and provides counseling regarding U.S. use and registration.

She is a former trademark attorney with the U.S. Patent and Trademark Office (USPTO). Prior to joining Bodman, she was a partner in the intellectual property practice group of another large Michigan-based business law firm.

Jennifer's practice includes:

- Searching and clearance: trademark clearance searches and opinions on availability of trademarks for use and registration in the U.S. and in foreign markets
- Adoption and use: advising on selection and suitability of trademarks for registration and proper use for packaging, labeling, and advertising and review and

practices & industries

Emerging Companies and
Venture Capital
Intellectual Property

education

Western Michigan
University Thomas M.
Cooley Law School, J.D.,
Honors Scholarship
Western Michigan
University, B.A., *cum laude*

admissions

Michigan

assessment of marketing materials, packaging, products, and logos to assure proper use of trademarks

- Prosecution: registration, maintenance, and renewal of trademarks; prosecution of trademark applications before the USPTO for U.S. and foreign clients, including trade dress, collective membership mark, and certification mark applications; prosecution of non-U.S. trademark applications, maintenance, and renewals using local counsel; and representing clients in proceedings before the U.S. Trademark Trial and Appeal Board
- Enforcement: enforcement actions involving trademarks and domain names; pre-litigation enforcement, including cease and desist letters, follow-up actions, and settlement agreements; representing clients in oppositions before the U.S. Trademark Trial and Appeal Board and in foreign jurisdictions
- E-commerce: domain- and website-related investigations; challenging infringing domain names using alternative dispute resolution, including Uniform Domain Name Dispute Resolution (UDRP) actions
- Corporate transactions: intellectual property due diligence and transfers; recordation of security interests and assignments

HONORS, AWARDS, AND RECOGNITION

- *The Best Lawyers in America 2019-2025*, Trademark Law
- *Michigan Lawyers Weekly's* Class of 2023 Influential Women in Law
- *DBusiness Magazine* "Top Lawyers" 2024-2025, Copyright Law and Intellectual Property and Patent Law

PROFESSIONAL AFFILIATIONS

- State Bar of Michigan
 - Intellectual Property Law Section Council, Member
- International Trademark Association
 - Public Information Committee, 2022-present
 - Resources Distribution Subcommittee Chair, 2024-present
 - Social Media Subcommittee, 2022-2023
 - Trademark Administrators Committee, 2018-2021
 - Events Subcommittee Co-Chair, 2020-2021
 - Networking, Outreach and Brunch Subcommittee, 2018-2019
- Michigan Intellectual Property Law Association

PUBLICATIONS

- Co-author, "First-of-Its-Kind Lawsuit Pitting Claims of Artistic Expression Involving NFTs Against Trademark Rights Should Have All Mark Owners Considering New Trademark Applications," Bodman Intellectual Property Law Update (February 15, 2023)
- Co-author, "Disparaging, Immoral, and Scandalous Trademarks" *Michigan Bar Journal* (September 2021)
- Co-author, "It's Not Easy Being Green: Use of the Terms 'Organic,' 'Sustainable,' and 'Natural' in Trademarks and Advertising," *Landslide* (September/October 2011)

SPEAKING ENGAGEMENTS

- Presenter, "One Size Does Not Fit All: Global TM Prosecution – Tips and Watch-Outs," 2016 Trademark Administrators and Practitioners (TMAP) Meeting, Washington, DC (September 2016)
- Roundtable Host, "As the World Turns – International Trademark Developments," International Trademark Association (INTA), Bloomfield Hills, Michigan (April 2016)
- Presenter, "Protecting Your Business's Intellectual Property: Trade Secrets & Trademarks," Michigan Chamber of Commerce (January 20, 2016)

- Presenter, "Protecting your Business's Intellectual Property: Patents & Copyrights," Michigan Chamber of Commerce (December 16, 2015)
- Panelist, Career Paths Panel, Intellectual Property Law Spring Seminar, The Intellectual Property Law Section of the State Bar of Michigan in cooperation with The Institute of Continuing Legal Education, East Lansing, Michigan (March 24, 2014)
- Moderator, "USPTO and TTAB Office Practice, Trends, and Tips from a Former Examining Attorney," 135th INTA Annual Meeting, Dallas, Texas (May 2013)
- Commentator, "Do Trademark Lawyers Matter?," INTA's 4th Annual Scholarship Symposium, 135th INTA Annual Meeting, Dallas, Texas (May 2013)
- Presenter, "Eco-Marks and Greenwashing, Green IP: An Overview of Opportunities and Risks," Webinar (November 2011)
- Panelist, "Careers in Trademark Law: A Panel Discussion for Law Students," International Trademark Association, Ann Arbor, Michigan (October 27, 2010)

PRO BONO

- State Bar of Michigan 2024 A Lawyer Helps Pro Bono Honor Roll

REPRESENTATIVE MATTERS

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- Reclaimed numerous infringing domain names in cybersquatting UDRP actions
- Negotiated dozens of license agreements, coexistence agreements, and settlement agreements as a means of resolving trademark disputes
- Submitted numerous successful DMCA (Digital Millennium Copyright Act) takedown notices related to infringing online content

