

# Daily Journal

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## TOP INTELLECTUAL PROPERTY LAWYERS 2025



**JENNIFER BARRY**

LATHAM & WATKINS

SAN DIEGO

**J**ennifer Barry, an intellectual property attorney with more than two decades of experience, has built a career protecting influential brands while working with cutting-edge technologies. She recently completed a nine-year term as Global Chair of Latham & Watkins' Intellectual Property Litigation Practice, leading a team of more than 100 litigators in matters ranging from cutting-edge pharmaceutical and technology patent disputes to copyright, trademark and trade secrets cases.

"My initial attraction to the field stemmed from the opportunity to work with cutting-edge technologies while protecting influential brands," she said. "The ever-evolving nature of IP law, driven by technological advancements, drew me in and continues to motivate me in my practice today."

Among her most significant work, Barry highlighted her representation of Goat Group, a leading e-commerce platform for sneakers, apparel and fashion accessories. As lead of the Latham team managing Goat's worldwide trademark portfolio, she has secured favorable outcomes before the Trademark Trial and Appeal Board, successfully opposing registration of confusingly similar trademarks.

The GOAT trademark cases presented unique challenges. "One challenge was the complexity of managing a global trademark portfolio and coordinating enforcement actions across multiple jurisdictions," Barry said.

Her expertise extends beyond trademark law. In a case involving Meta, Barry navigated complex trade secret law and machine learning technology. The dispute, brought by Neural Magic

against Meta, alleged misappropriation of trade secrets through hiring a former employee and open-sourcing artificial intelligence code. *Neural Magic Inc. v. Facebook, Inc.*, 1:20-cv-10444, (D. Mass., filed March 4, 2020).

"In the Meta trade secrets case, we navigated the intricacies of trade secret law as well as of machine learning technology, requiring a deep understanding of both the legal and technical aspects of the case," she said.

The team achieved an early victory when the court denied Neural Magic's preliminary injunction motion, contributing to a favorable settlement.

Barry sees artificial intelligence as a transformative force in her field. "AI technology is developing at such a rapid pace, and the laws are trying to keep up. It's an exciting time," she said.

She also anticipates changes in intellectual property law under the new administration. "IP law practitioners are awaiting possible new developments in the direction of the USPTO and the IP laws," Barry said, referring to potential shifts at the United States Patent and Trademark Office.