

J.

Asheton Lemay

Associate

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## Overview

**By integrating holistic business advice with trademark counseling, I advise clients in diverse industries on trademark and branding strategies that suit their unique needs and business objectives.**

Asheton Lemay helps brand owners build and protect their brands domestically and abroad and assists them with managing their domestic and global trademark portfolios. He focuses his practice on selecting, registering, maintaining, transferring, and enforcing trademarks and copyrights and has advised clients in the pharmaceutical, manufacturing, fashion, cosmetics, technology, sports, and media industries. Asheton also provides advice regarding domain name issues, intellectual property due diligence, as well as negotiating and drafting intellectual property agreements.

Asheton began his career at Cooley LLP, where he advised emerging start-ups and institutional Silicone Valley companies on trademark and branding strategies and represented these

companies in trademark and copyright litigation in the Federal Courts and before the Trademark Trial & Appeal Board.

## Education

William & Mary Law School (JD, 2022)

Peabody Institute of The Johns Hopkins University (BM, 2009)

## Admissions

### Bar Admissions

Massachusetts

New York

## Associations

International Trademark Association (INTA), (Member, Brands & Innovation Committee, 2024-2025)

## Languages

English

