



# James F. Keenan

Shareholder

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Meet Jim, our intellectual property guru, and adventure filmmaker wannabe.

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## Here's why you'll enjoy working with him.

In the complex and intangible world of intellectual property, Jim provides guidance that is clear and concrete. His clients span the globe, as well as a wide range of industries, and whether you're running a startup or a century-old business, he can help you identify, protect, and commercialize your innovations, creativity, and goodwill—all on budget. With particularly deep experience in trademark-related matters, Jim routinely spends his days developing global brand clearance, protection and enforcement strategies in both traditional and digital marketplaces. And, with more than 3,000 applications and registrations under his belt in more than 100 countries, when it comes to trademark matters, he's pretty much done it all.



### **CONTACT**

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### **CHAIR**

Intellectual Property Practice  
Group

## But that's not all... Jim's also very experienced in:

- Copyright and publicity rights matters, representing numerous artists, photographers, writers, filmmakers, publishers, and content distributors
- Assisting clients with legal compliance related to their advertising and marketing initiatives
- Structuring and negotiating franchise, licensing, and distribution agreements, representing both franchisors/licensors and franchisees/licensees

### **MEMBER**

Board of Directors

### **PRACTICES & INDUSTRIES SERVED**

Intellectual Property

## In his former life, Jim was:

What former life? Jim knows a good thing when he sees it and, apparently, he likes roots that run deep. He was hired into the Bernstein Shur family at 22 and hasn't looked back in the 20+ years since.

## When Jim's not working, he's...

In search of new adventures, new music, and new ways to mount a camera to himself, his wife, Carla, his Newfie, Otis, and anyone else willing to participate in his latest (purely amateur) video productions, which include documenting heli-skiing, SCUBA diving, sky diving, cliff diving, stage diving and, well, you get the point. To relax, Jim enjoys hanging out at home, listening to tunes and staring out at Sebago Lake, which despite his many adventures remains his favorite place on Earth.

## Background

## **EDUCATION**

JD, Boston College Law School, 1998, *cum laude*

BA, Bowdoin College, 1995, *magna cum laude*

## **ADMITTED TO PRACTICE**

State of Maine

## **Memberships**

Maine State Bar Association

American Bar Association

International Trademark Association

Big Brothers Big Sisters of Southern Maine

(President – Board of Directors)