maschoff brennan



Jim Lundberg

Attorney at Law • Of-Counsel

let's connect

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Languages: Mandarin

education

- J.D., Brigham Young University, J. Reuben Clark Law School
- B.A., Utah State University

expertise

Complex Business Litigation • Intellectual Property Litigation • Corporate Transactions • Intellectual Property • Regulatory Advice & Strategies • Arbitration & Mediation

Jim Lundberg is a forward-thinking, innovative attorney who provides corporate clients with holistic 360-degree advice that solves problems, provides business guidance, and mitigates litigation and regulatory risk.

With his unique combination of in-house legal department experience, complex litigation skills, and a deep familiarity with each client's business, Jim provides pragmatic, integrated, and strategic counsel to clients of all sizes, from large publicly traded companies, to smaller privately held businesses. Jim is seen as a steady hand who is both diplomatic and creative in navigating complex regulatory issues and litigation. He works to solve not only the immediate business challenges but also helps clients to see "around the corner" and avoid unseen risks.

Jim's practice is focused on complex litigation, corporate transactions, and business agreements. This combination of advisory, dispute resolution, and deal-making experience is supported by a broad foundation of complimentary skills including technology licensing and transactions, intellectual property, and data privacy. All of which allows him to approach each client project with a comprehensive legal and commercial perspective.

Jim also has particular expertise in dealing with major U.S. Federal Regulatory Agencies including the Securities and Exchange Commission (SEC), the Federal Trade Commission (FTC), and the Federal Communications Commission (FCC), as well as State Licensing and Regulatory Bodies. His understanding of the regulatory process and how corporations can work with these agencies allows his clients to better avoid the risks arising from non-compliance with regulatory processes.

Trained in negotiation and dispute resolution, including acting as a mediator for complex commercial and technology licensing disputes, Jim is sought out for his dedication to results-oriented advocacy and complex case resolutions. His mediation practice spans a wide range of industries and legal issues, including a significant number of pro-bono mediations.

Jim's multifaceted legal practice reflects a rare blend of strategic foresight, regulatory insight, and practical business acumen. Whether guiding clients through complex transactions, navigating high-stakes litigation, or advising on governmental compliance, Jim delivers tailored solutions that align legal strategy with business goals. His deep commitment to client success, combined with his calm, solution-oriented approach, has earned him the trust of clients across industries. With an unwavering focus on both present challenges and future risks, Jim stands as a trusted advisor who helps businesses respond effectively and thrive in a complex legal environment.

my focus

Antitrust Counseling & Disputes	Arbitration & Mediation	Automotive	Aviation
Complex Business Disputes	Consumer Goods & Services	Copyright Disputes	Data Privacy & Security

International Arbitration	Licensing & Transactions	Manufacturing	Medical Devices
Networking & Wireless Technology	Opinions & Counseling	Outdoor Recreation & Sporting Goods	Patent Disputes
Semiconductor	Software	Technology Transfers & Transactions	Trade Secret & Unfair Competition Disputes
Trademark Prosecution	Trademark & Trade Dress Disputes	Trademark Trial and Appeal Board	

professional admissions & associations

- Utah State Bar