maschoff brennan



Rachel Jacques

Attorney at Law • Partner

let's connect

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education

- J.D., University of Utah, S.J. Quinney College of Law, *honors*
- B.S., University of Utah, Psychology

expertise

Trademark and Copyright Prosecution • Intellectual Property License Agreements • Trademark Trial and Appeal Board Proceedings • UDRP Proceedings

Rachel's practice focuses on trademarks, copyrights, intellectual property licensing and related contractual agreements.

Rachel manages trademark portfolios for clients ranging from small companies to global corporations. She provides counseling and strategic advice, handles trademark and copyright prosecution before the USPTO, as well as trademark and copyright enforcement, clearance and licensing. Rachel also specializes in Uniform Domain Name Dispute Resolution (UDRP) proceedings and Amazon takedown requests.

In law school, Rachel served as the Note & Comment Editor on the Utah Law Review.

MASCHOFF BRENNAN 2027 RECOGNIZED BY Best Lawyers

WTR 1000 World Trademark Review

my focus

- Artificial Intelligence
- Automotive
- Computers & Databases
- Consumer Goods & Services
- Copyright Disputes
- Copyright Registration
- Domain Name Disputes
- Clean Technology & Renewable Energy
- Financial Services & eCommerce
- Health Care
- Medical Devices
- Outdoor Recreation & Sporting Goods
- Pharmaceutical
- Software
- Telecommunications
- Trade Secret & Unfair Competition Disputes
- Trademark Prosecution
- Trademark & Trade Dress Disputes
- Trademark Trial and Appeal Board

professional admissions & associations

- Utah State Bar

awards & recognition

- U.S. News & World Report's Best Lawyers: Trademark Law (2024 - 2027)
- World Trademark Review WTR 1000 (2025 - 2026)