



## **JILL J. CHALMERS**

**Partner**

**Colorado Springs**

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### **BIOGRAPHY**

Jill Chalmers offers her broad-based intellectual property experience to organizations and individuals with U.S. and international trademark portfolios and actively manages and protects these valuable client assets. Her IP practice focuses on trademarks, trade dress, copyrights and transactional issues relating to intellectual property.

In offering the full spectrum of trademark and brand protection services, Jill helps clients with selecting trademarks, actively clearing trademarks upon adoption, protecting trademarks by means of federal and foreign registration, developing and implementing effective and appropriate trademark enforcement strategies and exploiting and maximizing the value of their brands through licensing and sponsorship programs. She also has experience in nontraditional marks, including protecting trade dress as a trademark, and even protecting certification or collective membership marks.

Jill also assists clients in handling disputes related to intellectual property on the internet and domain names, conducting intellectual property audits, drafting policies and guidelines relating to use and protection of intellectual property assets and navigating copyright, trademark and related infringement issues.

In her sports and nonprofit practices, Jill advises clients about corporate governance, management issues, contracts, sponsorship and licensing, resolving membership disputes, eligibility issues, team selection and compliance with league rules, the USOC constitution and bylaws, the Ted Stevens Olympic and Amateur Sports Act and other state and federal laws.

## CIVIC INVOLVEMENT & HONORS

- *Best Lawyers in America, Copyright Law, 2025*
- *WTR 1000: The World's Leading Trademark Professionals, 2021-2024*
- USA Table Tennis Nominating and Governance Committee Member and Chairperson, 2007–present
- Court Care for the Pikes Peak Region, Director, 2005–2007
- International Triathlon Union, Women's Committee Member, 2004–2005
- USA Triathlon, Inc., Director, 1998–1999; Legal Committee Member, 2000–2004
- Colorado Women's Hockey Foundation, Inc., Director, 2001–2003
- International Triathlon Union, Athletes Committee Chairperson, 1996–2000
- Extern for the Honorable Garland Burrell, U.S. District Court, Eastern Division California, 1993
- *Colorado Super Lawyers, Intellectual Property, 2012-2016*
- People's Court - Best Trademark Lawyer, *Law Week Colorado*, 2011
- Barrister's Best (editor's choice) - Best Trademark Lawyer, *Law Week Colorado*, 2010
- Top Women Lawyers, *Law Week Colorado*, 2010

## PROFESSIONAL AFFILIATIONS

- California Bar Association
- Colorado Bar Association

- El Paso County Bar Association
- International Trademark Association
- International Trademark Association, Harmonization of Law and Practice Committee, 2016-2017
- International Trademark Association, Harmonization of Law and Practice Committee, International Classification Subcommittee, 2014-2015
- International Trademark Association, Domain Disputes, Ownership & Whois Subcommittee, 2012-2013

## **ADMISSIONS**

- Colorado, 2001

## **EDUCATION**

University of California-Davis, J.D., 1994

University of California-Davis, B.A., 1990

## **RELATED CAPABILITIES**

- Intellectual Property and Technology
- Hotels & Hospitality
- Start-Up & Venture Capital Practice
- Trademarks: Litigation
- Contract, Endorsement & Celebrity Representation
- Anti-Doping
- Sports & Event Venue Real Estate Infrastructure & Operation
- Naming Rights & Sponsorship
- Sports & Entertainment M&A
- Sports, Media & Entertainment Litigation
- Collegiate Sports
- Sports, Media & Entertainment
- Entertainment Industry
- First Amendment & Religious Accommodations Experience
- Restaurants, Pubs & Clubs

- Retail & Consumer Products
- Olympic & National Governing Bodies
- Professional Sports Team Representation
- Regulation, Compliance & Advisory
- Corporate
- Litigation & Dispute Resolution
- Trademarks: Counseling, Prosecution & Practical Business Services
- Higher Education
- Sports & Event Financing
- Non Profit Organizations
- Religious Organizations

## RESOURCES

### PUBLICATIONS

- ["Assembling a Gold-Medal Worthy Campaign: Trademark Usage, Advertising and Athlete Sponsorship Considerations During the Games,"](#) Sports Lawyers Association, August 2024
- ["Protecting Assets: Trademark Filing Practices in the Age of AI, Social Engineering and Inventive Schemes,"](#) *Law.com*, July 24, 2024
- "U.S. Trademark Trial and Appeal Board Takes Tough Stance on Fraud: Is Your Application or Registration Vulnerable?," HRO Client Alert, May 2009
- "Immediate Action Required to Try to Prevent Facebook Username Squatting," HRO Client Alert, June 2009
- "Prepare Now for Domain Name Expansion," HRO Client Alert, November 2008

## RELATED INSIGHTS

Awards

Feb 24, 2025

**BCLP Partners Recognized in the 2025 WTR 1000: World's Leading Trademark Professionals**

News

Aug 19, 2024

## **Trademark Usage, Advertising, and Athlete Sponsorship Considerations at 2024 Olympics**

News

Aug 05, 2024

### **Vigilance and Best Practices: Protecting Trademark Owners from Evolving USPTO Scams**

News

Apr 01, 2024

### **BCLP Recognized as a Leading Trademark Group by World Trademark Review**

Awards

Feb 18, 2021

### **World Trademark Review – WTR 1000**