

# Jennifer Furey

*Director*

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Intellectual property litigation and commercial litigation are the focal points of Jennifer Furey's legal practice. Jennifer has more than 20 years of experience representing individuals and businesses with intellectual property matters concerning utility and design patents, trademarks, trade dress, trade secrets, false advertising and copyrights, and with high-stakes commercial litigation matters. Jennifer has tried numerous cases to verdict and has successfully obtained summary judgment on behalf of clients in both commercial litigation and intellectual property matters.

Jennifer is a frequent speaker at industry events, including a recent [Intellectual Property Insights Roundtable](#) hosted by Goulston & Storrs and published in *Massachusetts Lawyers Weekly*, and a recent panel on *Women Leading Big Law*; hosted by the Women's Bar Association.

As a committed leader, Jennifer is co-chair of the firm's [Litigation](#) Group and is a member of the firm's Executive Committee. She is also the immediate past President and Member of the Board of Trustees of Massachusetts Women's Bar Foundation.

## **Accolades**

- Massachusetts Super Lawyers, Top 50 Women in Massachusetts, 2014-2015
- Massachusetts Super Lawyers, 2013-2020
- Massachusetts Super Lawyers Rising Stars, 2005-2008, 2010-2011

## **Affiliations**

- Fellow, Litigation Counsel of America
- Immediate Past President and Member of the Board of Trustees, Massachusetts Women's Bar Foundation
- Member, Intellectual Property Institute
- Mentor, Women's Bar Association of Massachusetts, 2020 Women's Leadership Initiative
- Guest Lecturer, Harvard Law School, Fashion Law, 2019 - 2021

## **Admissions**

- District of Columbia
- Massachusetts

## **Education**

- Boston College Law School (J.D., *cum laude*, 1996)
- Providence College (B.A., *summa cum laude*, 1993)

## **Representative Matters**

### **Media Company Dispute With Former CEO and Founder**

Representation of a national media company in connection with a dispute implicating intellectual property, employment, partnership, and other concerns related to the departure of a former CEO and current limited partner and the launch of a competing business.

### **Summary Judgment in Trademark Infringement Actions - International Apparel and Shoe Company**

Obtained summary judgment for international apparel and shoe company in a trademark infringement action relating to the sale of Kobe Bryant apparel and relating to Michael Jordan's induction into the Naismith Memorial Basketball Hall of Fame.

### **Patent Infringement Litigation - HD Radio Technology**

Represented inventors and start-up company in patent infringement litigation involving HD Radio technology.

### **Patent Infringement Litigation - Pet Products Retailer**

Represented pet products retailer in design patent infringement litigation.

### **Patent Infringement Litigation - International Lighting Manufacturer**

Represented international lighting manufacturer in patent infringement litigation.

### **Patent Infringement & Misappropriation of Trade Secret Actions - International Medical Device Company**

Represented an international medical device company in ongoing patent infringement and misappropriation of trade secrets actions.

### **Infringement Action - Medical Device Manufacturer**

Obtained injunction on behalf of a medical device manufacturer in a trademark infringement action, requiring competitor to recall and re-package infringing goods.

### **Patent Infringement Litigation - Leading Manufacturer of Protective Adhesive Films**

Represented a leading manufacturer of protective adhesive films for electronic devices in patent infringement litigation.

## Blog Posts: Retail Law Advisor

This blog keeps you connected to timely developments and emerging issues in retail law and covers a wide range of topics related to the retail, restaurant and consumer industry. We invite you to learn more about Goulston & Storrs and our Retail, Restaurant & Consumer Group.

February 28, 2018

### **Sustainability in the Fashion Industry: Kering Group's Innovative Approach in the Luxury Sphere**

Retailers are facing an increasing population of ethically minded consumers . A Nielsen 2015 global survey found that 66% of respondents were " willing to pay more for products and services that come from companies that are committed to...

November 29, 2017

### **Supreme Court Removes Patent Litigation from the Heartland of Texas**

For years, patent assertion entities have filed patent lawsuits against retailers in federal court in Texas. The Supreme Court's recent decision in TC Heartland LLC v. Kraft Foods Group Brands LLC may give retailers the ability to insist they defend...

October 11, 2017

### **Robots Will Reshape – Not Replace – Retail Work**

As we have discussed in earlier blog posts , rapid changes in the retail landscape due to the rise of e-commerce and a shift in customer's interests from old-school, one-stop department store shopping to experiential retail, has led to...

September 6, 2017

### **Retailers to the Rescue**

Hurricane Harvey has traumatized southeastern Texas. With unprecedented rainfall, there are many people who need urgent help. The competitive retail market can be difficult and wonderful all at the same time. We see (time and time again) that when...

July 19, 2017

### **E-commerce Is Changing the Definition of Retail Employment**

The retail landscape is in the midst of a mind-boggling – and fast-moving – evolution. In a short amount of time, Americans have radically changed how they shop for things, utilizing multiple channels of shopping to meet their needs.&nbsp;...

June 14, 2017

### **Forging a Legal Firewall: Recent Decisions May Shield Retailers from ADA-Based Website Inaccessibility Claims**

We have commented on a surge of lawsuits being filed under Title III of the Americans with Disabilities Act ("ADA"). Title III of the ADA prohibits discrimination in the full and free enjoyment of public accommodations on the basis...

March 22, 2017

### **How Grocery Stores Are Starting to Cash in on the Blue Apron Trend**

The Rise of the Gourmet Home Chef Boxed meal delivery services like Blue Apron and Plated have steadily risen in popularity since they entered the market in 2012. Meal kit delivery services offer consumers a no-hassle way to cook...

November 16, 2016

### **May your Days be Merry and Blue Laws Compliant**

'Tis the season to eat turkey, drink pumpkin-flavored lattes, and, of course, shop. With Black Friday and the holiday season just around the corner, it is important for retailers to remember that Massachusetts has specific laws that restrict when...

November 9, 2016

### **What Now? Post-Election Thoughts for the Retail Industry**

Elections are emotionally charged events and yesterday's U.S. Presidential Election proved no exception. Regardless of which way you voted, we now have a new President in Donald Trump. So, what does his election mean for retail sales? No one...

September 21, 2016

### **FACTA Check: Credit and Debit Receipts Can Show Injury-in-Fact**

In a series of recent decisions that have important implications for retailers, large and small, federal courts have allowed consumer class actions to proceed against businesses for violation of the Fair and Accurate Credit Transactions Act ("FACTA"), even where...

June 1, 2016

### **The Newly Enacted Defend Trade Secrets Act: What Retailers Should Know**

On May 11, 2016, President Obama signed into law the Defend Trade Secrets Act of 2016 (the DTSA), creating the first Federal civil cause of action for misappropriation of trade secrets. The DTSA overlaps substantially with, and does not...

April 13, 2016

### **Retailers Digitizing Daily Operations: From Mobile Payments to E-Receipts**

When asked last year to name one technology that we rely on today that would no longer be around in 10 years, Microsoft CEO Satya Nadella responded: "fountain pens." Some may question Mr. Nadella's prediction of the...

February 24, 2016

### **Retail Litigation Center: A National and Influential Force In Litigation**

The Retail Litigation Center (RLC) is a trade organization attached to the Retail Industry Leaders Association (RILA) that describes itself as “the only organization dedicated to advocating the retail industry's perspective in those judicial proceedings that are most important to the retail...

December 3, 2015

### **Report from MAPIC 2015: US Expansion Still Hot Topic**

The Goulston & Storrs' MAPIC team has returned from the 21st annual MAPIC (le marché international professionnel de l'implantation commerciale et de la distribution) conference in Cannes, France. From November 16-18, MAPIC hosted its international retail conference at the...

October 7, 2015

### **Apple Pay, Android Pay, Samsung Pay: Where's Your Wallet?**

Last week Samsung launched its mobile payments app to compete with ApplePay and Android Pay, with much anticipation among technology bloggers. A few Technorati rushed to try the application so they could compare and contrast with the others. While...

August 12, 2015

### **3D Printing: Potential Pitfalls For Retailers**

What is 3D printing? 3D printing, a seemingly futuristic method of manufacturing objects, is steadily moving into the mainstream as three dimensional printers have relocated from labs to the shelves of retail stores. 3D printing , or additive manufacturing...

August 5, 2015

### **An A+ in Back-to-School**

It may only be the first week of August, but the retail world is already in full swing with one of its most important times of the year: back-to-school. Back-to-school is the second-biggest shopping season of the year, trailing...

July 8, 2015

### **Are You Ready for the Attack? Online Brand and Reputation Protection**

It starts with an inaccurate, possibly fake, online review. Then a post appears on a consumer complaint forum. Suddenly, there is a surge of false postings about your company on social media sites. Invariably, these anonymous postings appear prominently...

May 13, 2015

### **INTA 2015 Annual Meeting Recap**

Last week, members of Goulston & Storrs joined over 9,900 attendees from around the world who converged on San Diego for the 2015 Annual Meeting of the International Trademark Association (INTA) . This 137th meeting of INTA was its...

April 29, 2015

### **[Insert Your Trademark Here].sucks – Is Your Brand at Risk?**

In recent years, the Internet Corporation for Assigned Names and Numbers (ICANN), the non-profit entity responsible for maintaining the Domain Name System of the Internet, has begun to introduce hundreds of new top-level domains. Top-level domains (TDLs) are the last...

April 1, 2015

**It's Time to Give Your Hiring Processes a Check-up. Are They Compliant?**

As your prospective employees are brushing up on their interview skills, it's also a good time to ensure your hiring practices and procedures are in order. A regular review of employment application processes will keep them up-to-date. Scheduling time...

February 25, 2015

**Recent Guidance on Geographically Descriptive Trademarks May Help Brand Owners**

Brand owners frequently adopt geographic terms to describe the origin or a characteristic of goods, such as NANTUCKET NECTARS for beverages from Nantucket and HYDE PARK for high end apparel. They may also adopt such terms to describe the...

January 28, 2015

**Would You Like Fries with that Sweater? Retailer and Restaurant Pairings**

As retailers continue to embrace the omni channel retail experience, our blogging team explores consumer behavior behind the new trends. One topic we have followed lately is the convergence of retail and restaurants. For years restaurants have put roots...

## Publications

August 24, 2018

**Reaching Millennials: The Need for True Transparency in Supply Chains**

New York Law Journal

June 2017

**Intellectual Property Insights Roundtable**

June 2016

**Department of Labor Doubles Salary Basis Test for Overtime Exemption**

September 2015

**Safeguarding enduring assets: Online brand and reputation protection**

June 2014

**"Breakfast Battles Cook Up Copyright, Trademark Questions," Law 360**

March 2014

**Consumer Data Privacy Class Actions, Coming to a Jurisdiction Near You**

## My Goulston Story

### **About Goulston & Storrs**

Goulston & Storrs is a modern, vibrant firm where the practice of law is pursued with deep expertise, wide diligence and inspiring camaraderie. As an Am Law 200 law firm, we have a rich bench of lawyers, paralegals and business professionals collaborating across multiple disciplines and industries. Known for its roots as a real estate powerhouse, the firm includes leading corporate, litigation, and private client and trust practices. With a deep dedication to keeping our clients' business goals clearly in view, our eyes are always focused on results.

When you become a partner at Goulston & Storrs, you will quickly see that everyone in the firm embraces the firm's core values of consensus, teamwork and communication. Our one-tier partnership empowers each partner to have a seat at the table and a voice in making decisions that impact the firm and the legal community. These attributes create the foundation for our ability to provide outstanding client service while producing excellent legal results. [Learn more about becoming a partner at Goulston and Storrs.](#)

### **About Jennifer Furey**

Jennifer Furey is Co-Chair of the firm's Litigation Group and is a member of the firm's Executive Committee. Before joining Goulston & Storrs, Jennifer practiced for 12 years at a litigation boutique firm. "From the first moment we arrived, integration was easy. And the reason it was easy is because the culture here at Goulston & Storrs was so welcoming and also so focused on integration." [Learn more about Jennifer.](#)

*Interested in learning more? Contact Karen Kupetz, Senior Director of Legal Recruiting, at [kkupetz@goulstonstorrs.com](mailto:kkupetz@goulstonstorrs.com) or 212-878-5049.*