



Jason E. Garcia

PARTNER

Jason's practice centers on trademark counseling, clearance, prosecution, portfolio management, and enforcement in the US and beyond.



Practices

[Trademark](#)
[Copyright](#)

Languages

Spanish

Education

American University, JD
University of California, Los Angeles, BA

Offices

[San Francisco](#)

Phone

[415.757.5506](#)

Email

jason.garcia@afslaw.com

Jason has extensive experience advising clients on the selection, use, and protection of trademarks and brands, as well as matters involving copyrights, licensing, domain name disputes, advertising, unfair business practices, compliance programs, and intellectual property-related agreements. His work spans a broad range of industries, including consumer electronics, retail and online marketplaces, sports, food and beverage, wine and spirits, apparel, financial services, and internet-based services, among other industries.

Jason began his legal career at the USPTO as an examining attorney, where he received specialized training in US trademark law and prosecution. Prior to joining ArentFox Schiff, Jason held positions at international law firms and in-house counsel roles with Fortune 500 companies.

Publications, Presentations & Recognitions

Publications

- "AI on the hot seat: Innovation vs. guardrails," (Oct. 16, 2025)
- "Innovation vs. guardrails: The great AI regulation debate," (Oct. 14, 2025)
- "USPTO announces trademark fee increases effective January 18, 2025," (Jan. 16, 2025)

Presentations

- "ChIPs Male Allies: Leadership & Allyship – How Impactful Leaders Make Space for Inclusion," (Jan. 16, 2026)
- "Reed Smith's *Tech Law Talks*," (Oct. 6, 2025)

Recognitions

- Ranked attorney, *The World Trademark Review* (2019-2026)
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- Ranked attorney, *Chambers USA, California IP: Trademark, Copyright & Trade Secrets* (2026)
- *IP Star*, Managing Intellectual Property (2025)

Boards, Memberships & Certifications

Memberships

- Latina Coalition of Silicon Valley
- Silicon Valley Intellectual Property Law Association
- International Trademark Association
- Hispanic National Bar Association

Life Beyond the Law

Outside of work, Jason enjoys time with family, youth soccer, and scuba diving.

Bar Admissions

[California](#)

Court Admissions

[US District Court, Northern District of California](#)
[US District Court, District of Colorado](#)