



## **BENJAMIN L. MITCHELL**

### **Jackson Office**

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*Ben practices in the firm's Business Services Group and specializes in intellectual property law, franchise law, and business and commercial transactions.*

## **PRACTICE AREAS AND INDUSTRY TEAMS**

- Intellectual Property & Technology
- Mergers and Acquisitions

## **EXPERIENCE**

- **Franchise.** Advises franchisors on compliance with federal and state franchise and business opportunity laws; drafts franchise disclosure documents; provides representation on franchise-related business transactions and disputes
- **Trademarks.** Represents various types of business and organizations on trademark matters, including obtaining and maintaining federal trademark registrations and enforcing trademark rights
- **Websites and Domains.** Counsels on enforcing intellectual property rights on websites and in e-commerce; assists in removing unauthorized, infringing and counterfeit products and services online; drafts website terms of use and privacy policies; assists in obtaining and disabling internet domain names
- **Supply and Licensing.** Drafts supply agreements for product manufacturers; negotiates vendor agreements for the sale of products and services; assists with intellectual property licensing transactions
- **Mergers and Acquisitions.** Provides representation and support on the purchase and sale of assets and businesses in various industries

## **BAR ADMISSIONS**

- Colorado, 2008
- Mississippi, 2013
- U.S. District Courts
  - Mississippi: Northern and Southern
- U.S. Court of Appeals
  - 5th Circuit

## ASSOCIATIONS

- American Bar Association
  - Forum on Franchising Corporate Counsel Committee, 2012
  - Forum on Franchising Technology Committee, 2014-Present
- Mississippi Bar Association
  - Intellectual Property, Entertainment & Sports Law Section
    - Member at Large, Executive Committee, 2018-2019

## EDUCATION & HONORS

- Wake Forest University School of Law, J.D., 2008
  - Moot Court Board, *Problem Book Editor and Competition Chair*
- The College of Wooster, B.A., Political Science, 2004
  - Phi Sigma Tau

## PAPERS, PRESENTATIONS AND PUBLICATIONS

- Author, "It's a Good Time to Franchise Your Business - Can You Do It?" Mississippi Business Journal, July, 2015.
- Author, "Three Things Outside Counsel Can Do to Impress Their Franchisor Clients," *The Franchise Lawyer*, Vol.15, No. 2, Spring 2012.
- Author, "Ethical Issues Facing an In-house Franchise Counsel," Presentation at the International Franchise Association's 2012 Legal Symposium in Washington, D.C., May 2012.
- Author, "The Art and Science of FDD Drafting," Presentation at the American Bar Association Forum On Franchising's 2014 Annual Meeting in Seattle, WA, October 2014.