

Jeffrey R. Cadwell

Partner

cadwell.jeffrey@dorsey.com

Minneapolis – 612.492.6842



Companies call on Jeff to select, protect, enforce, and commercialize their brands and ideas.

Clients turn to Jeff to build, protect, and commercialize their brands across industries and around the world. A trusted advisor to companies, creators, and innovators, Jeff combines deep trademark and copyright expertise with business driven dealmaking that advances client goals and accelerates growth. He also leads the Minneapolis trademark practice group and co-leads Dorsey's Creative Industries and Video Game groups.

Known for translating complex legal questions into actionable, business-oriented strategies, Jeff is valued for his ability to deliver clear, efficient, and practical solutions. His approach reflects a balance of strategic insight, commercial pragmatism, and a commitment to helping clients maximize the value of their IP assets.

Jeff's work is distinguished by recognition from leading industry publications. In *World Trademark Review 2026*, he was described as "a standout legal professional" with "clear and timely communication" and a "proactive approach in securing and protecting trademarks in various markets." WTR also highlights his strength in licensing, sponsorship, and entertainment agreements, underscoring his ability to negotiate deals that move the needle for rights holders. Past WTR rankings have praised his "excellent attention to detail," "responsiveness and unparalleled communication skills," and "strategic, practical, and cost-effective advice."

In the *Lexology Index: IP 2026*, Jeff was recognized as "IP – Copyright (Highly Recommended)," reflecting his leadership in copyright counseling, content strategy, and digital rights management.

Jeff brings particular sector depth in the music and pharmaceutical industries. He advises artists, labels, and entertainment companies on brand and content strategy, and he leads clearance and branding projects for new pipeline drugs, helping life sciences

Education

- Santa Clara University School of Law (J.D., 2006)
 - *magna cum laude*; Order of the Coif; High Tech Law Certificate; Senior Technical Editor of the *Santa Clara Law Review*
- University of Minnesota, Twin Cities (M.A., 2001)
 - Music Composition
- Drake University (B.M., Individualized Major, 1999)
 - An Interdisciplinary Study in Theory, Creativity, and Intersection, *summa cum laude*; departmental honors.

Bar Admissions

- Minnesota
- California

clients navigate complex regulatory and global trademark landscapes. He is also sought after for digital IP issues, including domain name strategy, UDRP proceedings, cyberpiracy, DMCA enforcement, and anti-counterfeiting programs that protect brand equity in real time.

Jeff contributes regularly to Dorsey's IP blog, [TheTMCA.com](https://www.thetmca.com), and has co-edited the Dorsey Legal Arcade, a video game law newsletter. He is active in professional leadership within the International Trademark Association (INTA) and the Copyright Society, and he speaks frequently on trademark, copyright, and digital IP issues at organizations across North America, including INTA and the Intellectual Property Institute of Canada (IPIC).

Select Experience

Notable Recent Matters

- Advised EdTech company on fair use issues relating to artificial intelligence and analysis of third-party materials.
- Represented seller in the sale of one of the most popular user-created islands in Fortnite, one of the largest online multiplayer battle royale games in the video gaming sector, to a large video game developer headquartered in Europe.
- Drafted content license agreement relating to court decisions and legal research materials.
- Negotiated and drafted several production and licensing agreements for a film series focused on Indigenous rights.

Professional Affiliations

- Midwest IP Institute - Member, Planning Committee (2024-present)
- International Trademark Association (INTA)
 - Member, Copyright Committee
 - Titles & Characters Subcommittee (2018-2019)
 - Chair of Artificial Intelligence & 3D Copyright Subcommittee (2020-2021)
 - Enforcement and Anti-Piracy Subcommittee (2024-2025)
 - Authorship Subcommittee (2026-present)
 - Member, Right of Publicity Committee
 - Sports, Actors, and Celebrities Subcommittee (2022-2023)
- Copyright Society of the USA – Member; Board of Trustees (2022-2025); Midwest Chapter Co-Chair (2023-2025); Media and Publishing Subcommittee (2025-present)
- Minnesota Intellectual Property Law Association (MIPLA) – Past Chair, Copyright Committee

Charitable & Civic Involvement

- Greater Twin Cities Youth Symphonies – Board of Directors (2025-present)
- American Composers Forum – Board of Directors (2015-2021)
- Wesley Foundation at the University of Minnesota – Board of Directors (2013-2019), served as Chair (2015-2018)

Accolades

- *Managing IP Americas*, Trademark Prosecutor of the Year (Midwest), 2026
- *Lexology*, IP – Copyright (Highly Recommended), 2026
- *Minnesota Lawyer*, Legal 250, 2026
- *Minnesota Monthly*, "Top Lawyers in Minnesota," 2024, 2026
- *Managing IP*, IP Star, 2024-2025
- Who's Who Legal: IP – Copyright, 2021, 2023, 2024
- *World Trademark Review 1000 – The World's Leading Trademark Professionals*, Leading Practitioner, 2016-2026
- *World Trademark Review's Global Leaders Guide: Private Practice*, Global Leader, 2019-2025
- Dorsey & Whitney – Scales of Justice Team Award (The World Ventilator Foundation), 2021
- MSBA, North Star Lawyer (recognizing pro bono service), 2012-2013, 2015-2020, 2025

The TMCA

May 8, 2026

Can I Borrow Your E-Book?: A Brief Discussion of Controlled Digital Lending

May 27, 2025

INTA in Sunny San Diego: A Quick Wrap-Up

August 22, 2024

Recent Decision Illustrates Potential Global Implications of DMCA Takedown Requests

March 17, 2023

Copyright Office Provides Guidance on Registration of AI-Created Material: Human Authorship Still Necessary

July 1, 2022

Small Claims, Big Questions: The New Copyright Claims Board Gets Its Debut

October 26, 2021

A Cautionary Tale of One Independent Press's Claim of Federal Copyright Protection

January 28, 2021

**Highlights Part II of the Trademark Modernization Act of 2020: Ex Parte
Expungement, Ex Parte Reexamination, and Non-Use Cancellation of Federal
Trademark Registrations**

July 14, 2020

**Washington Football Team to Change Its Name: Some Lessons on How Not to Get
Sacked**

April 28, 2020

**Not So Peachy in Georgia: Supreme Court Holds Annotated Code Not Eligible for
Copyright Protection**

March 30, 2020

**Shiver Me Timbers: Can the States Now Legitimately Hornswoggle Copyright
Owners?**

January 3, 2020

**Music Public Performance Rights: Ignore That Licensing Offer from ASCAP or BMI
at Your Peril**

July 9, 2019

Time to Face the .MUSIC

June 10, 2019

**Ahoy, matey! The Supreme Court to Decide Whether Copyright Owners Can Make
States Walk the Plank for Infringement**

December 31, 2018

The Public Domain Opens Again in the United States for the First Time Since 1998

December 27, 2018

The Second Circuit Shuts Down Application of First Sale Doctrine

Insights

February 6, 2026

Insights from Jeff Cadwell: IP at the Olympics

February 28, 2023

Dorsey Legal Arcade: Video Game Industry Legal Updates Volume 1, Issue 4

September 13, 2022

Jeffrey Cadwell Discusses Hosting a World Cup Party Legally

February 24, 2022

Dorsey Legal Arcade: Video Game Industry Legal Updates Volume 1, Issue 3

September 29, 2021

Dorsey Legal Arcade: Video Game Industry Legal Updates Volume 1, Issue 2

February 17, 2021

Dorsey Legal Arcade: Video Game Industry Legal Updates Volume 1, Issue 1

May 11, 2020

USPTO to Fast Track COVID-19 Technology Patents for Small and Micro Entities, Without Additional Fees

April 27, 2020

Dorsey Partner Jeff Cadwell Comments on Copyrighting State Code

April 2, 2020

USPTO and Copyright Office Extend Filing Deadlines Under Cares Act (COVID-19 Emergency)

February 2020

Music Licensing

April 26, 2019

Jeff Cadwell Gives Sneak Peek on Program He's Moderating at INTA Annual Meeting

September 23, 2017

Dorsey Partner Jeffrey Cadwell Discusses Super Bowl Trademark

March 22, 2017

Dorsey Partner Jeffrey Cadwell Comments on Star Athletica v. Varsity Brands