
A Continuing Conversation with Leaders from the Legal Industry



Jennifer Furey, *Directors at Goulston & Storrs*

Intellectual property litigation and commercial litigation are the focal points of Jennifer's legal practice. As a director in Goulston & Storrs' Litigation group, she represents individuals and businesses with high-stakes commercial litigation matters and intellectual property matters concerning utility and design patents, trademarks, trade dress, trade secrets, false advertising and copyrights. 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 member of the editorial board for the firm's retail blog, [Retail Law Advisor](#).

Q: Describe your practice and how it has changed over the past five years.

A: My practice is comprised of intellectual property and commercial litigation. Within IP litigation, I represent clients in patent, trademark, copyright, trade dress and trade secret disputes. In commercial litigation, I handle a broad-based caseload including licensing disputes, shareholder disputes, and breach of contract disputes. In the last five years, my practice has been increasingly focused on resolving IP disputes for retailers and companies within their supply chain.

With technology and social media impacting the retail world at warp speed, intellectual property protection has become a central legal challenge for our clients. We represent large retailers and manufacturers such as Staples, Nike and Osram Sylvania as well as smaller startups such as pet product designer, Kurgo, and accessory designer, Ame & Lulu. Regardless of size, intellectual property protection is a significant legal and business issue.

Q: In what ways do you believe law firms in general can change to better serve the needs of their clients?

A: In any professional services setting, attention from the relationship manager is what deepens the client relationship. I think law firms need to be structured so as to maximize attention from the relationship manager in order to eliminate the communication and working relationship gap which can exist between in-house and outside counsel. At Goulston & Storrs we have made the client relationship a central focus of our culture for decades. We have a flatter partnership structure and competitive rates, so from the initiation of the client relationship we are focused on providing relationship partner attention at all stages of the litigation.

Q: Describe your greatest success in representing a client and why it was such a success.

A: Although obtaining a business resolution before trial is often our goal, there are some disputes for which the best solution can only be obtained through a full adjudication of the merits. I represented a real estate developer in a dispute with its joint venture partner in a very large commercial real estate development. I was asked to assume the representation after the initiation of the lawsuit because the judge incorrectly was treating my client as the unreasonable party. Upon taking over the case, we asked for an expedited trial schedule, which was granted. We completed discovery, both fact and expert, in four months and tried the case weeks after the close of discovery. The expedited schedule forced us to focus on the most important testimony and documents and remain disciplined in our efforts to change the initial reaction of the judge to our client's position. We were successful. We won the trial and the judge awarded our client its attorneys' fees.

Q: Who has had the greatest impact on your career? Explain how your career was impacted by him/her?

A: I have been fortunate to have many mentors throughout my career and they have come from many different areas. Early on, family, friends and teachers encouraged me to pursue law school. As I moved into a professional setting, I had the benefit of working with senior associates and young partners who helped me navigate my way. Now, I try to mentor more junior attorneys and, most importantly, create a team culture in every case.

Q: Toot your horn a little – what is it about you and your firm that keeps them coming back?

A: If you asked a few people to describe me, I'm sure they would say "she's all in, all the time." I am a naturally positive and energetic person and I bring that energy to my clients' challenges every day. When you are leading a team solely focused on advocating for the client's position, having that intensity and passion is an absolute necessity. To excel as a lawyer, I believe you need to take on the client's cause as if it were your own. I believe that it is this dedication that leads my clients to call on me during critical times.

Goulston & Storrs is also a terrific place to build a practice and I think our clients experience and benefit from its collaborative culture. Partners work together regardless of practice area and without regard to origination credit. The firm also does not impose a minimum billable hour requirement on associates in order to encourage everyone to work efficiently on all client matters.

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