



JEANNE L. SEEWALD

PARTNER



Hahn Loeser & Parks LLP

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PRIMARY PRACTICES

Business Law

Intellectual Property

Trademarks

Copyright

Mergers & Acquisitions

Licensing & Technology Transfer

Jeanne Seewald serves as a member of Hahn Loeser's Board of Directors and focuses her practice on intellectual property, general business, and mergers and acquisitions.

Jeanne works with clients ranging from startups to established companies. She represents companies and entrepreneurs in all aspects of general business including mergers and acquisitions, business contracts, business transactions, joint ventures, corporate governance and franchise matters. She enjoys assisting clients in buying and selling businesses throughout the country and serving as a partner with her clients to achieve their goals and objectives.

As an intellectual property and business attorney, she provides advice in the areas of trademark and copyright registration, trademark portfolio management, trademark and domain name dispute resolution, trademark and patent licensing, software licensing, e-commerce, technology and Internet-related matters.

Of the 105,000 licensed attorneys in Florida, Jeanne is one of only 137 Florida attorneys that are board certified in intellectual property law

Jeanne serves as general counsel to for-profit and nonprofit companies and represents closely held family businesses in sales to private equity and strategic acquirers. She regularly assists business clients with drafting and negotiation of contracts relating to all aspects of their business.

Jeanne has been named a Florida Super Lawyer 2007-2023, including being named a "Top 50 Women" Florida Super Lawyer in 2012 and 2013. She has also been named in *The Best Lawyers in America*® 2006-2024.

REPRESENTATIVE EXPERIENCE

- Represented seller in sale of equity in a healthcare business. Responsibilities included negotiation of letter of intent, negotiation of purchase agreement, due diligence matters and drafting, negotiation, and finalization of all ancillary documents. The transaction involved an F reorganization and included a rollover component and buyer bank financing.
- Represented seller in the sale of assets of the company. Worked with investment banker to review 150+ NDAs and multiple offers received as result of the marketing of the company. The transaction included a rollover of equity, an earnout component and representation and warranty insurance. Responsibilities for negotiation of letter of intent, negotiation of purchase agreement, due diligence matters and drafting, negotiation, and finalization of all ancillary documents.
- For a long-time client, acquired the assets of a business in Florida as part of an acquisition initiative that has included five business purchases over the past several years. This initiative will continue for the foreseeable future. Handled negotiation of the letter of

- intent, negotiation of the purchase agreement, tax issues, due diligence, and negotiation and finalization of all ancillary documents.
- For a company serving law firms, courts, and corporations, successfully closed a multi-million transaction involving the sale of our client's company to a larger competitor. Handled negotiation of the purchase agreement, tax issues, due diligence, and negotiation and finalization of all ancillary documents.
 - For a long-time client in the food industry, completed the sale of company to a portfolio company of a private equity group. Deal value exceeded \$30M. As part of the transaction, the client was able to retain an ownership stake in the parent of the acquirer. That stake required an atypical tax structure, but Hahn Loeser tax attorneys were able to address the issue. The Firm handled the transaction, dealt with the tax structure, and related issues, performed due diligence, and handled all the related organizational, merger and ancillary documents to close the deal.
 - In a two-part transaction, completed a complex sale of an existing business for client with a deal value exceeding \$70M. The deal was complicated due to client selling a majority stake of the equity interest in the business, but retaining a minority ownership stake in the new company that would own the business. In addition, the transaction involved representation and warranty insurance which added an additional dimension to the matter. For the buyer to obtain the tax treatment it desired, a step tax transaction was designed to accomplish that goal requiring establishment of new entities and a merger. Hahn Loeser handled the transaction, dealt with the tax structure, and related issues, performed due diligence, and handled all the related organizational, merger and ancillary documents to close the deal. After the sale, the clients continued to work in the buyer's new company, helping to grow the new entity. Two years later, helped the client close the sale of its remaining minority stake in the company at a sale price exceeding the initial price.

Additional engagements include:

- Trademark and copyright prosecution – domestic and international
- Advising on strategies for trademark and copyright protection
- Management of trademark and copyright portfolios
- Trademark clearance searches
- Domain name and internet matters including domain name dispute resolution and cybersquatting
- Uniform Dispute Resolutions Policy (UDRP)
- Trademark, patent and software licensing
- Representation before the Trademark Trial and Appeals Board (TTAB) in opposition and cancellation proceedings
- Internet and technology advise including Terms of Use and Privacy Policy
- Business transactions including mergers and acquisitions
- Business formation, organization, operations and planning
- Contract review and drafting

BAR ADMISSIONS

- State of Florida, 1999; State of Arkansas, 1992
- U.S. District Courts for the Southern, Middle and Northern Districts of Florida, Eastern and Western Districts of Arkansas; U.S. Courts of Appeals for the Eleventh and Eighth Circuits

EDUCATION

- University of Arkansas at Little Rock School of Law, J.D., with honors, 1992
- Santa Clara University School of Law, Summer Program, Tokyo, Japan, 1990
- University of Central Arkansas, MBA, 1982
- Hendrix College, B.A., Business and Economics, 1980

AWARDS & HONORS

- Florida Bar Board Certified Specialist, Intellectual Property Law, 2007-present
- Certified Public Accountant, Arkansas (certificate only)
- The Best Lawyers in America®, Litigation – Intellectual Property, 2006-2026; Trademark Law, 2006-2026; Administrative/Regulatory Law, 2006-2026; Copyright Law, 2006-2026; Mergers and Acquisitions Law, 2006-26; Closely Held Companies and Family Businesses Law, 2026
- Florida Super Lawyers®, 2007-24; Top 50 Women Florida, 2012-13
- Top Lawyer, Naples Illustrated, Intellectual Property Law, 2018, 2020-25; Mergers and Acquisitions, 2020-22; Business/Corporate, 2024-25
- “Chairman’s Award,” Greater Naples Chamber of Commerce, 2017
- “The Influentials: 29 of Southwest Florida’s Most Powerful Women,” Gulfshore Business, April 2012
- “Florida’s Legal Elite,” Florida Trendmagazine, 2010-11
- “Legal Eagles – 14 Go-To Lawyers You Want In Your Corner,” Gulfshore Business, February 2010
- Collier County Women’s Bar Association, “Lawyer of the Year,” 2006
- Outstanding Volunteer Award, Greater Naples Chamber of Commerce, 2005-06
- AV Preeminent®, Martindale-Hubbell
- Leaders in the Law Award, Florida Association of Women Lawyers, 2023

PUBLICATIONS & SPEAKING ENGAGEMENTS

- Copyright, Customs and Other Bad Things at the Border, November 12, 2021.
- A (Plant-Based) Beef (The Trademark Lawyer), June 1, 2022.
- Beware! Trademark Solicitations Designed to Confuse (Southwest Florida Business Today), September 20, 2022.
- Copyright, Customs and Other Bad Things at the Border (2022 Joint Conference of the World Forum for Motor Museums and National Association of Automobile Museums), November 9, 2022.
- Warning Update – Trademark Office Impostors, February 1, 2023.



- Phishing for Trademark Owners (Adverse Witness), February 2, 2023.
- New Year Brings New Federal Reporting Requirements Under the Corporate Transparency Act (Adverse Witness), February 13, 2024.
- Intellectual Property Lessons from Taylor Swift – Are You Ready For It? (Adverse Witness), July 16, 2024.
- Chamber Chats: Navigating Business Law & Intellectual Property in Today’s Market (Greater Naples Chamber), May 21, 2026.

MEMBERSHIPS & AFFILIATIONS

- American Bar Association, Member, Intellectual Property Law Section
- The Florida Bar Association, Intellectual Property Board Certification Committee, Chair, 2013-15; Vice Chair, 2011-13; Member 2010-16; Executive Council, Business Law Section, 2003-11; Retreat Committee, 2007-17
- Florida Bar Board of Legal Specialization and Education (BLSE), Grade Review Panel, Intellectual Property Law Certification
- Florida Association of Women Lawyers, Member
- Collier County Bar Association, President, 2012-13; President-Elect, 2011-12; Treasurer, 2010-11; Secretary, 2009-10; Board of Directors, 2005-14
- Collier County Bar Foundation Inc., President, 2011-12; Board of Directors, 2009-12
- Collier County Women’s Bar Association, President, 2003-05; Board of Directors, 2000-08
- Lawyers-Pilots Bar Association, Member
- Arkansas Bar Association, Member
- American Institute of Certified Public Accountants, Member
- Arkansas Society of Certified Public Accountants, Member

COMMUNITY INVOLVEMENT

- Greater Naples Chamber of Commerce, Board of Directors, 2005-present; Vice Chair, 2007-present; Chair, Governance and Nominating Committee
- The Forum Club of Southwest Florida, Board of Directors, 2023-present
- eBella, Editorial Board, 2011-present
- Gulfshore Business: Editorial Board, 2004-2019
- International Women’s Forum, Florida Suncoast, Member, 2019-present
- Gulf Shore Association of Condominiums, Board of Directors, 2019-23
- Community Foundation of Collier County, Advisory Board, 2007-2011
- United Arts Council of Collier County, Corporate Advisory Board, 2006-11
- Leadership Collier Alumni Association, 2004-24; Member, Leadership Collier Class 2004

PROFESSIONAL HISTORY

- Partner, Hahn Loeser & Parks LLP, 2007-present; Southwest



JEANNE L. SEEWALD
PARTNER

- Florida Offices Managing Partner, 2008-16; Board of Directors,
2016-present
- Florida Bar Board Certified Specialist, Intellectual Property Law,
2007-present