

Jeremy Hoffman

📍 State College, PA

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POLICY RESEARCH & ANALYSIS • PROGRAM EVALUATION • LEGAL ANALYSIS • NEGOTIATION & ADVOCACY

Master of Public Policy candidate, concentrating in health policy. An English-qualified lawyer by training, with over four years' in-house and private practice experience as an intellectual property attorney advising clients operating in the pharmaceutical, food and beverage, media, and technology sectors. An adept communicator, with a proven ability advocate persuasively, enlist others, and engage with a broad spectrum of stakeholders.

EDUCATION

**Expected year of graduation*

2023* **Master of Public Policy (MPP), Health Policy Concentration (Current GPA: 3.96)**

The Pennsylvania State University, University Park, PA, United States

- *Relevant Coursework:* Economic Analysis for Public Policy; Statistics for Public Policy (with R programming lab); Policy Analysis; Policy & Program Evaluation.

2015 **Postgraduate Diploma (PgDip) in Legal Practice (with Commendation; GPA 3.7/4.0)**

BPP Law School, London, United Kingdom

2013 **Graduate Diploma (GDip) in Law**

BPP Law School, London, United Kingdom

2012 **Bachelor of Arts (with Honors) in History (Upper-Second Class; GPA 3.7/4.0)**

London School of Economics & Political Science, London, United Kingdom

PROFESSIONAL EXPERIENCE

2021- **Graduate Research Assistant, Penn State School of Public Policy, University Park, PA**

Currently working under the supervision of Dr. Emily Pakhtigian, Assistant Professor of Public Policy at the Penn State School of Public Policy. Responsibilities include:

- Conducting literature reviews and policy & legal analyses.
- Preparing policy briefs and reports.
- Data analysis, including collation of secondary data, data wrangling, data extraction, statistical analyses, and data visualization, utilizing QGIS, R, and Stata.
- Providing teaching assistance for graduate-level statistics classes (PPOL503 and PPOL506), including conducting R programming labs/workshops and tutoring individual students to develop their R programming/statistics skills.

2020-2021 **Consultant, Self-employed, State College, PA**

Advised a large-scale Pennsylvania-based dairy operation on strategy and business development opportunities, including diversification strategies.

- Prepared market research reports and feasibility analyses.
- Developed and implemented business plan for online and on-farm physical retail store for sale of farm-raised produce, including development of new farm website and implementation of online and physical point-of-sale systems.

2018-2020 **Legal Counsel, Global Media & Entertainment Group, London, United Kingdom**

Acted as in-house counsel at Europe's largest radio broadcast network, advising on a range of commercial, litigious, and regulatory matters. Responsibilities included:

- Preparing policy briefs and impact assessments for internal stakeholders, summarizing forthcoming legislative and regulatory changes.
- Advising on brand protection and intellectual property enforcement matters across the group, including brand development, trademark prosecution, and intellectual property disputes.
- Providing pre- and post-publication advice to production and editorial teams regarding copyright, defamation, and privacy risks.

2018 Associate Attorney, Taylor Wessing LLP, London, United Kingdom

Advised on contentious and non-contentious matters across the full spectrum of soft intellectual property rights, with a particular emphasis on the pharmaceutical, food and beverage, media, and technology sectors.

Highlights included:

- Preparing policy memos and articles regarding proposed changes to UK and EU law.
- Drafting responses to UK government white papers and draft legislation on behalf of clients.
- Acting for a global pharmaceutical company in connection with brand enforcement and licensing matters.
- Advising a leading smartphone manufacturer regarding infringement risks in relation to new handset designs.
- Acting for a global drinks company in connection with brand enforcement matters, including coordinating multi-jurisdictional trademark infringement proceedings.

2017-2018 Associate Attorney, Clyde & Co LLP, London, United Kingdom

Advised on contentious and non-contentious matters across the full spectrum intellectual property rights, with a particular focus on the technology, energy, and fashion/retail sectors. Highlights included:

- Advising a fabless chip company in the defense of a multimillion-dollar claim for breach of confidence and patent infringement.
- Acting for a multinational company in respect of a patent entitlement dispute relating to the use of testing technology within the oil and gas sector.
- Advising a global fashion retailer in relation to a multi-jurisdictional counterfeiting dispute.

2015-2017 Trainee Attorney, Taylor Wessing LLP, London, United Kingdom

Legal training undertaken in the firm's IP & Media, Patents, Commercial Litigation, and Banking & Finance teams. Client secondment also undertaken at PricewaterhouseCoopers LLP (PwC). Highlights included:

- Acting for a generic pharmaceutical company in the context of High Court proceedings challenging the validity of competitor's supplementary protection certificate.
- Advising a medical device manufacturer in relation to the defense of multiple defective product claims.
- Acting for a generic pharmaceutical company in the context of Court of Appeal proceedings following a challenge to the client's UK marketing authorization.
- Advising a pharmaceutical company regarding judicial review proceedings concerning the MHRA's refusal to grant a marketing authorization.

PUBLICATIONS

***Published under birth/unmarried name, i.e., Jeremy Smith*

2018** "UK Court Considers Passing Off In Tattoo Parlour Case", *Taylor Wessing Brands Update*.

2018** "Tech startup IP myths", *Download (Taylor Wessing Media & Tech Law Bulletin)*.

2018** "UK Court Considers Passing Off and Trade Mark Infringement in Lettings Market", *Lexology*.

PROFESSIONAL MEMBERSHIPS

2022- American Public Health Association (APHA)

2022- Association for Public Policy Analysis & Management (APPAM)

2022- Food and Drug Law Institute (FDLI)

2017- Law Society of England and Wales

BAR ADMISSIONS

2017- Solicitor of the Senior Courts of England and Wales (English-qualified attorney) - currently non-practicing

SKILLS

Computing & Programming: R (incl. Tidyverse), Python, Git, Tableau, LaTeX, MS Office (Word, Excel, PowerPoint)

Languages: English (native), French (basic), German (basic)