

# Jeremy Hoffman

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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: 3.92)**  
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; and 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-**     **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; legal research and analysis; collation and analysis of secondary data, including county health and spatial data.  
Current research projects:
- *Investigating well-being and inequality in the Chesapeake Bay Watershed* (Dr. E. Pakhtigian and Dr. S. Mainzer (PI)).
  - *Assessing distributional effects of coal-fired power plant operations on pollution and health* (Dr. E. Pakhtigian (PI), Dr. W. Peng, and H. Wiseman).
- 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 respect of brand enforcement matters, including the coordination of 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

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*\*\*Published under former 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*.

**2011\*\*** *The London Globalist (International Affairs Journal)*, Editor-in-chief, Spring 2011 issue.

**2010\*\*** *The London Globalist (International Affairs Journal)*, Online editor and executive editor/publisher, Summer 2010 issue.

## RESEARCH & POLICY INTERESTS

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Pharmaceutical Regulation & Policy • Healthcare Politics • Health Economics • Social Determinants of Health

## PROFESSIONAL MEMBERSHIPS

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**2022-** American Public Health Association (APHA)

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

**2022-** Food and Drug Law Institute (FDLI) [Membership pending]

**2017-** Law Society of England and Wales

## BAR ADMISSIONS

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

## SKILLS

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

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

## REFERENCES

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Available upon request.