

Jeremy Hoffman

📍 State College, PA

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POLICY & LEGISLATIVE ANALYSIS • PROGRAM EVALUATION • QUANTITATIVE DATA ANALYSIS • ADVOCACY

Public policy professional, specializing in health policy. An English-qualified lawyer by background, 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, policy analyses, and legal research.
 - Preparing policy briefs and reports.
 - Performing extensive data analysis, including collation of secondary data, data extraction and wrangling, statistical analysis, and data visualization, utilizing R, Stata, and QGIS.
- 2020-2021** **Business Development & Strategy Consultant, Self-employed, State College, PA**
Advised a large-scale Pennsylvania-based dairy operation on business development strategies, including diversification options.
- Prepared market research reports and feasibility analyses.
 - Developed and implemented business plan for online and physical retail store for sale of farm-raised produce, including development, construction, and licensing of on-farm retail food facility and development of new farm website and online store.
- 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 of 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)