



## Jabari A. Shaw

ASSOCIATE

### Cincinnati

301 East Fourth Street  
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Great American Tower  
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### Practice Areas

Antitrust and Trade Regulation

Copyrights

eControl

Intellectual Property

Trademarks

### Education

University of Cincinnati, M.B.A.,  
2020

Northern Kentucky University  
Salmon P. Chase College of Law,  
J.D., 2016

*Northern Kentucky Law Review*,  
Associate Editor, 2015-2016

University of Colorado at Colorado  
Springs, B.S., 2012

### Bar & Court Admissions

Ohio

U.S. District Court for the  
Southern District of Ohio

Jabari is an associate in the Vorys Cincinnati office. He focuses his practice on intellectual property development, protection, and enforcement, primarily in the areas of trademark and copyright law.

Jabari's experience includes counseling clients on trademark and copyright licensing, trademark prosecution, and the development and execution of enforcement strategies. He also has worked extensively on issues surrounding protection and enforcement of intellectual property rights on social media and online marketplace platforms.

Jabari has counseled athletes and entertainers in structuring and implementing sponsorship deals, licensing agreements, marketing campaigns and other promotional activities to help with the commercial growth of their individual brands and personas. His notable experience in this area includes working with a variety of celebrities, athletes, musicians and influencers to maximize the use of their name, image and likeness. Of particular note, Jabari is a member of the International Trademark Association's (INTA) Right of Publicity Committee, which focuses on an array of name, image and likeness issues worldwide.

Jabari has experience conducting intellectual property audits and managing portfolios for individuals and companies of all sizes. He has helped a number of musicians, authors, actors, influencers and their respective brands develop strategies for monetizing intellectual property assets. His notable work in this area includes developing licensing programs, negotiating transfers and assignments of various intellectual property rights, and strategically initiating copyright transfer terminations.

Jabari received his J.D. from Northern Kentucky University Salmon P. Chase College of Law, where he was an associate editor of the Northern Kentucky Law Review. He received his M.B.A. from the University of Cincinnati, and his B.S. from the University of Colorado at Colorado Springs.

*Admitted to practice law only in the states listed above.*

**Industries**

Sports Law

**Professional and Community Activities**

International Trademark Association (INTA), Right of Publicity Committee

Leadership Council on Legal Diversity, 2021 Pathfinder

Black Entertainment and Sports Lawyers Association, Member

Black Lawyers Association of Cincinnati, Membership Chair, 2020 to present