

Partners Susan Kohlmann and Jake Tracer Recognized as Intellectual Property Trailblazers by *National Law Journal*

News

July 10, 2023

Jenner & Block Partners Susan Kohlmann and Jake Tracer were recognized as 2023 Intellectual Property Trailblazers by the *National Law Journal*, which recognizes professionals who are agents of change in their designated practice areas.

Susan's profile highlights her success securing a precedential Eleventh Circuit Opinion that upheld her previous trial court victory in a trademark dispute over the reality show "MTV Floribama Shore." The judge in this case granted summary judgement to Viacom CBS, dismissing the case in full, writing that their First Amendment right to title its expressive work "MTV Floribama Shore" outweighed the plaintiffs' rights under the Lanham Act. The ruling was unanimously upheld by the appeals court.

Following this work, Susan authored an amicus brief on behalf of the Motion Picture Association, Inc. to uphold Rogers and the decisions of the circuits that have upheld the Rogers First Amendment defense. The brief provided the unique perspective of content creators who regularly rely upon Rogers to create works and advocated that the First Amendment should afford adequate breathing room for artistic expression.

Jake's profile highlights his former career as a journalist, where he learned many skills that translated into being an effective litigator and where he developed a profound respect for the work that goes into creating content, along with the importance of supporting systems that provide compensation for that work. When Jake became a lawyer, he set out to provide creators with the legal and financial protections they need. Jake has helped fight online music piracy, which depresses the value of the music that enriches our lives makes it harder for emerging recording artists break through.

As for the future, Jake writes, "While AI systems can themselves be engines of creativity, some of those systems do so by usurping the value of the work artists do to express themselves and enrich the public. Those artists should have the right to control whether their work is commercially exploited in such a manner and on what terms, and I am excited to work on these issues."

Related Attorneys



Susan Kohlmann

Partner

skohlmann@jenner.com

+1 212 891 1690

Related Capabilities

Content, Media, and Entertainment

Intellectual Property

Trademark, Advertising, and Unfair Competition

Related Locations

New York

© 2026 Jenner & Block LLP. Attorney Advertising. Jenner & Block LLP is an Illinois Limited Liability Partnership including professional corporations. This publication, presentation, or event is not intended to provide legal advice but to provide information on legal matters and/or firm news of interest to our clients and colleagues. Readers or attendees should seek specific legal advice before taking any action with respect to matters mentioned in this publication or at this event. The attorney responsible for this communication is Brent E. Kidwell, Jenner & Block LLP, 353 N. Clark Street, Chicago, IL 60654-3456. Prior results do not guarantee a similar outcome. Jenner & Block London LLP, an affiliate of Jenner & Block LLP, is a limited liability partnership established under the laws of the State of Delaware, USA and is authorised and regulated by the Solicitors Regulation Authority with SRA number 615729. Information regarding the data we collect and the rights you have over your data can be found in our Privacy Notice. For further inquiries, please contact dataprotection@jenner.com.

Stay Informed



