

CRONIN

A PROFESSIONAL LIMITED LIABILITY COMPANY

Intellectual Property Law
Including Business and Technology Transactions,
Patents, Trademarks, Copyrights and Social Media

JILL M. CRONIN

Jill Cronin's practice at Cronin PLLC primarily focuses on trademark law, social media issues, and contests and promotions, although she also has more than 15 years of private practice experience in commercial litigation and insurance coverage law, with a particular concentration on matters involving commercial general liability, property, business auto, directors and officers, errors and omissions, and umbrella and excess coverages. In addition to seeking her assistance with their more traditional intellectual property matters, the firm's clients enlist Ms. Cronin's guidance for crisis analysis and response, as well as various insurance coverage issues.

Ms. Cronin's trademark practice is focused on prosecution and enforcement activities, including clearance and registration of new marks, maintenance of existing portfolios, infringement investigations, and related matters. She regularly conducts anti-infringement assessments and prepares corresponding opinion letters. She also frequently assists the firm's clients with their third-party infringement enforcement programs, including identifying, researching, and addressing such infringement through cease and desist letters and various online takedown procedures. Ms. Cronin also guides clients through the evolving world of social media strategy and associated legal issues, including issues related to contests and promotions operated through social media. She is regularly called on to prepare terms and conditions, winner's affidavits, publicity releases, and other related documents in support of such contests and promotions.

Ms. Cronin's insurance experience includes both first and third-party coverage and bad faith litigation, as well as complex reinsurance and agency litigation and arbitration. Additionally, she has extensive experience handling a variety of general commercial and tort litigation matters. As a result, the firm's clients often seek her assistance in reviewing their insurance portfolios to verify coverages are bound as promised, to identify gaps in protection, and to help them assess and manage crisis events. A small sample of her insurance and crisis management experience includes:

- Representation of primary and excess carriers for insurance coverage claims made by contractor-insureds stemming from work performed by insureds on schools located in South Texas, as well as the resulting claims by and between various co-insurers concerning issues of allocation and stacking of policies;
- Representation of an insurance carrier in defense of bad faith (Stowers) claim brought against it in connection with a multi-fatality accident under Business Auto Policy;
- Representation of commercial liability insurer before the Fifth Circuit Court of Appeals regarding duty to defend and indemnify insured in underlying litigation arising from claims by purchasers of homes against general contractors;

- Representation of insurance carrier against breach of contract and bad faith claims brought by commercial property owner for water intrusion at multiple building apartment complex;
- Representation of reinsurer and ceding and fronting carriers for breach of contract against third-party agent responsible for binding and adjusting policies (underlying trial through agent's appeal to the Texas Supreme Court);
- Representation of an insurance agent in arbitration proceedings against the fronting carrier for non-standard auto policies;
- Representation of insured on issues of insurance coverage against third-party distributor and its carrier loss of property held at third-party facility during hurricane *Sandy*;
- Representation of commercial mower manufacturer in products liability action;
- Advising insured regarding potential coverage available for claims brought against it under advertising and personal injury coverage in CGL policy;
- Assessing client's potential remedies against a third-party data aggregator for a massive data breach experienced by such third party; and
- Advising client regarding coverages afforded under extensive insurance portfolio and suggesting modifications and additions to the portfolio.

Ms. Cronin has authored several articles and made many presentations for continuing legal education courses sponsored by the University of Texas College of Law, the South Texas College of Law, and the American Bar Association. Ms. Cronin has also served on the governing council of the Insurance Law Section of the State Bar of Texas and as a Co-Chair of both the Ethics and Advertising Injury/Intellectual Property Subcommittees of the ABA Insurance Coverage Litigation Section.

Ms. Cronin received her Bachelors of Business Administration in business management from the University of Texas in 1991 and her Juris Doctor, with honors, from the University of Houston Law Center in 1994.