

Rachel Shelbourne Fleeson

Associate

Northern Virginia

Biography

Rachel Shelbourne Fleeson is dedicated to helping clients protect and commercialize their intellectual property assets in order to achieve business goals.

Rachel combines her sharp attention to detail and passion for intellectual property law to advise clients on the legal issues of developing, acquiring, and commercializing intellectual property. She provides guidance on complex commercial transactions and helps clients formulate intellectual property protection strategies in industries including consumer goods, life sciences, technology, and education.

In law school, Rachel served as an articles editor for *The George Washington Law Review* and interned with a financial services advocacy group.

Prior to law school, she worked at another leading law firm and in the United States Senate.

Representative experience

Conducted e-commerce review for large fashion house's U.S. online sales operations and social media channels.

With a team from our South Africa and UK offices, counseled clients on establishing and terminating distribution arrangements under foreign country's



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Practices

Intellectual Property

Complex Contracting

Trademarks and Brands

Copyright

IP and Technology Transactions

Domain Names

Marketing and Advertising

Trade Secrets and Confidential
Know-how

Industries

Consumer

Life Sciences and Health Care

regulations.

Provided guidance to entertainment company on state gift card rules.

Latest thinking and events

- Hogan Lovells Publications
 - Global Media, Technology and Communications Quarterly – Spring/Summer 2020

Technology & Telecoms

Education

Areas of focus

Retail and Consumer Goods

IP Rights in Transactions

Education and admissions

Education

J.D., The George Washington University Law School, with honors, 2018

B.A., Furman University, cum laude, 2013

Bar admissions and qualifications

Virginia
