

# Jeffrey E. Fine

SHAREHOLDER

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Jeffrey Fine combines intellectual property and business transactional experience to protect the interests of a broad array of clients, ranging from international publicly traded companies to local and regional entrepreneurs, covering a diverse spectrum of industries and markets, including health care systems, consumer goods manufacturers, financial service providers, biotech enterprises and other commercial and nonprofit entities.

Jeffrey helps clients bring their ideas, inventions and developments from the drawing board, laboratory or design stage to the global, regional or local marketplace, including the negotiation of distribution relationships, licenses, strategic alliances, manufacturing agreements and other commercial agreements that often cross international borders, as well as the protection and preservation of their brand identities. Jeffrey routinely counsels clients on marketing and sponsorship campaigns, including compliance with advertising standards, as well as the conduct of online and retail sweepstakes, contests and promotions. Jeffrey has decades of experience addressing antitrust compliance issues arising out of the distribution, pricing and positioning of goods and services.

Jeffrey has extensive experience in negotiating and documenting information technology transactions, focusing on the health care technology sector, including licenses, development agreements, value-added-reseller agreements, outsourcing agreements, revenue cycle management agreements, master service agreements, maintenance and support agreements, transition services agreements and other aspects of technology transfers. He also counsels clients on data privacy and security issues arising out of the proliferation of electronic commerce, cloud computing and outsourcing transactions.

Jeffrey's corporate finance and mergers and acquisitions experience is extensive. He has assisted numerous clients in monetizing the value of their assets, whether through secured transactions, acquisitions, divestitures or mergers, and frequently serves on teams of Polsinelli lawyers engaged in merger and acquisition transactions.

## Education

- Washington University in St. Louis (J.D., 1982)
  - Urban Law Annual, Editor in Chief
- Amherst College (B.A., *magna cum laude*, 1977)

## Capabilities

- Technology Transactions
- Corporate & Transactional
- Consumer Products & Luxury Goods
- Health Care Technology
- International
- Licensing & Transactions
- Technology
- Trademark, Copyright & Branding
- Trademark, Copyright & Branding Litigation
- International Intellectual Property
- Commercial Contracts & Transactions
- Artificial Intelligence & Machine Learning
- Information Security (InfoSec)
- International Trademark & Clearance
- Trademark Clearance & Prosecution

## Bar Admissions

- Missouri, 1982

## Memberships

- American Bar Association
  - Committee on Intellectual Property and Financing Intellectual Property Rights
- Bar Association of Metropolitan St. Louis
- Japan America Society
- The Missouri Bar
  - Committee on Intellectual Property and Financing Intellectual Property Rights
- Recipient of Amherst-Doshisha Fellowship, 1977-1978

## Recognition

- *Managing Intellectual Property*, IP Stars – Copyright Star and Trademark Star 2024-2025
- Selected for *Best Lawyers*® “Lawyer of the Year” in St. Louis, Missouri, for:
  - Information Technology Law, 2018, 2020, 2024, 2025
  - Copyright Law, 2015
- Selected for inclusion in *Best Lawyers in America*® for:
  - Artificial Intelligence Law, 2026
  - Privacy and Data Security Law, 2025-2026
  - Information Technology Law, 2024-2026
  - Corporate Law, 2013-2026
  - Technology Law, 2012-2026
  - Copyright Law, 2011-2026
  - Trademark Law, 2011-2026
- Selected for inclusion in *Missouri & Kansas Super Lawyers*, 2009-2018
- Teaching Fellow, Doshisha University, Kyoto, Japan

## Matters

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- Routinely represent national and regional hospital systems in the negotiation of revenue cycle management agreements, including ongoing assistance with operational and performance issues.
- Acted as United States counsel for a construction company in the formation of a joint venture to service oil rigs off the coast of Angola.
- Represented national health care provider in documenting Information Technology Services Agreement with publicly traded offshore entity.
- Represented founder and principal stockholder of investment advisory firm in sale of stock to publicly traded company for a purchase price in excess of \$60 million.
- Counsel a diverse array of consumer goods manufacturers in negotiating co-packing, toll manufacturing, supply and product development agreements.
- Filed, prosecuted and processed United States and foreign trademark and service mark applications for a broad range of clients, including national manufacturing and

service entities; biotech companies; insurance companies; health care providers; and other commercial and nonprofit enterprises.

- Structured, negotiated and documented domestic and international license agreements, royalty agreements, joint venture agreements, clinical trial agreements and other contracts involving the commercial exploitation of research and development, scientific discoveries, know-how, technology and other proprietary rights.
- Prosecuted and defended oppositions, cancellations, infringement claims and controversies involving trademarks, service marks, trade dress, business identity and internet domain names.
- Represented authors and artists in the negotiation of publishing, production, and recording contracts.
- Processed copyright applications for a diverse array of creative parties, and prosecuted and defended disputes regarding infringement, ownership and licensing of creative works.
- Reviewed and structured a diverse array of retail and online sweepstakes, contests and promotions, including compliance with registration and bonding requirements as needed, for a diverse sponsorship base, including professional sports teams, athletic conferences and national, regional and local providers of goods and services.