




Jacqueline M. Alcantara

Associate

Corporate / Intellectual Property

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Overview

Jacque combines her extensive intellectual property background with her litigation experience to advise clients on a broad range of corporate and IP matters. She built a strong foundation in intellectual property law through her work as a senior intellectual property paralegal supporting attorneys in trademark and copyright litigation, including TTAB proceedings, and assisting in the development and execution of global brand protection and enforcement strategies. She has worked with clients across a wide range of industries, including luxury goods, consumer products, and entertainment.

In her IP role, Jacque managed complex intellectual property disputes, drafting cease-and-desist letters, motions, and settlement correspondence, and advising clients on trademark, copyright, and domain name enforcement. She supervised a team of brand protection analysts, ensuring the efficiency and quality of trademark enforcement efforts. Additionally, Jacque assisted with e-discovery, document review, and productions for litigation and enforcement matters and negotiated trademark infringement settlements. She also worked alongside attorneys to educate law enforcement on identifying counterfeit goods.

Jacque further honed her legal experience at the Rutgers Law School Intellectual Property Law Clinic, where she provided legal services to clients, including conducting USPTO clearance searches, filing trademark applications, and advising on issues related to trade secrets and proprietary information.

Prior to joining Archer, Jacque was an associate at a New York law firm, where she worked on civil litigation matters. Her litigation experience enhances her ability to approach legal issues from multiple perspectives, ensuring well-rounded, strategic counsel for her clients.

Jacque is fluent in Spanish.

Select Articles

- Co-Author, “Jack Daniel’s Harmed, But Not Infringed, by Chewy Dog Toy,” *The World IP Review* (2025)

Credentials

Education

- Rutgers University School of Law, JD
- Rutgers University, BA

Admissions

- New York
- New Jersey

Offices

- New York, NY

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