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Nels Jacobson has practiced in the areas of trademark, copyright, and entertainment law since 1996. He is licensed to practice in California, Michigan, Tennessee, and Texas, and is registered as a patent attorney by the USPTO. He has done stints both as a solo attorney and at large and medium-sized firms, and served for a time as Assistant Director of the Berkeley Center for Law & Technology at the UC-Berkeley School of Law. He was a law clerk for the U.S. Court of Appeals for the Fifth Circuit after graduating Order of the Coif, law review, and magna cum laude from the University of Houston Law Center. Prior to entering the legal profession, Mr. Jacobson founded Jagmo Design, a graphic design firm specializing in music art. He was art director for SXSW during its first six years, was founding director of the CLE program until 2010, and today co-chairs the program. Mr. Jacobson has written and lectured extensively on art and legal topics – most recently contributing the essay “Colorful Tales and Early Techniques” to Homegrown: Austin Music Posters, 1967 to 1982, published this year by the University of Texas Press, and presenting his paper “Art of Rock and Roll” at the Entertainment Law Institute in Dallas last November. For several years he served on the packaging GRAMMY committees for both the Texas and San Francisco Chapters of the Recording Academy. He is a board member of The Rock Poster Society and a founding board member of the American Poster Institute.