



Joey Blake

Associate

Dallas

+1 214-453-6387

Joey's practice focuses on sports litigation and intellectual property matters.

Joey is a litigation and intellectual property associate whose practice primarily consists of antitrust litigation, with a specific focus on college sports. Joey currently represents a class of student-athletes in litigation concerning Name, Image, and Likeness (NIL) in *House v. NCAA*. Additionally, Joey counsels clients on NIL laws and policies.

Joey is also heavily involved in the firm's Intellectual Property Practice. As part of his practice, Joey assists clients on strategic management of their global trademark portfolios, including clearance, prosecution, counseling, disputes, and enforcement, and represents clients in Uniform Domain-Name Dispute-Resolution Policy (UDRP) proceedings. Additionally, Joey litigates copyright infringement cases. In fact, he currently represents a group of music-focused companies and their CEO in opposing a copyright infringement claim that is being appealed to the Supreme Court of the United States.

Prior to joining Winston, Joey interned at the Public Defender Service for the District of Columbia, where he assisted attorneys in providing indigent defense to multiple clients in the D.C. area.

Recent Experience

American Multinational Hedge Fund and Financial Services Company Trademark Counseling

Recognitions

- *Best Lawyers: Ones to Watch® in America*, Commercial Litigation (2025)
 - The National Black Lawyers' "Top 40 Under 40" (2023)
-

Activities

Joey was chosen to participate in the Leadership Council on Legal Diversity's 2024 Pathfinders Program.

Credentials

EDUCATION

Joey received his B.A., *magna cum laude*, in political science from the University of North Carolina at Chapel Hill in 2015. He received his J.D. from Vanderbilt Law School in 2020, where he served as president of the Vanderbilt Bar Association and development editor of the *Vanderbilt Journal of Entertainment & Technology Law*.

ADMISSIONS

- Texas

Related Insights & News

RECOGNITIONS

Winston & Strawn's Antitrust Work Shortlisted for Three GCR Awards 2025
FEBRUARY 5, 2025

RECOGNITIONS

Winston Team Led by Jeffrey Kessler Featured as Litigator of the Week
OCTOBER 11, 2024

RECOGNITIONS

Winston Attorneys Recognized in *Best Lawyers: Ones to Watch® in America* 2025
AUGUST 15, 2024

PRESS RELEASE

Hagens Berman and Winston & Strawn Seek Court Approval of Historic Settlement to Revolutionize College Sports
JULY 26, 2024

IN THE MEDIA

Winston & Strawn Secures Multibillion-Dollar Settlement for College Athletes

MAY 28, 2024

PRESS RELEASE

Hagens Berman and Winston & Strawn Secure Historic Multibillion-Dollar Settlement for College Athletes and Bring Revolutionary Change to College Sports

MAY 23, 2024

RECOGNITIONS

Winston & Strawn Associates Selected for 2024 LCLD Fellows and Pathfinder Programs

FEBRUARY 6, 2024

RECOGNITIONS

Winston Team Led by Jeffrey Kessler and David Greenspan Featured in Litigator of the Week

NOVEMBER 10, 2023

RECOGNITIONS

Winston Associates Named to The National Black Lawyers’ Top 40 Under 40

FEBRUARY 2, 2023

RECOGNITIONS

Winston & Strawn Antitrust/Competition Practice Recognized in 2023 GCR 100

DECEMBER 19, 2022

Capabilities

Antitrust/Competition

Intellectual Property

Trademark Litigation, Prosecution & Brand Protection

Copyright-Infringement Litigation

Patent Litigation

Appellate & Critical Motions

Sports

Technology, Media & Telecommunications