

JOHN F. “JACK” GROSS

PARTNER



John F. “Jack” Gross counsels businesses of all sizes on general corporate matters, real estate, intellectual property, and advertising matters. He has experience in a wide range of industries including media and publishing companies, doctors and medical practices, restaurants, and nonprofits.

Jack’s business and real estate experience includes business formation and sale, real estate acquisition, leasing and financing, and business succession planning.

He regularly counsels clients with holdings that range from large and diverse real estate portfolios to individual investors. Jack is a licensed Pennsylvania title agent.

Jack’s advertising law practice includes working with publishers, advertisers, and advertising agencies on advertising contracts, review of promotional material, and consideration of intellectual property concerns for advertisements in all media. He also assists companies in media and publishing with industry-specific legal concerns including privacy, defamation, invasion of privacy, copyright, and trademark matters.

Jack teaches as an adjunct instructor in the Communications Department at Muhlenberg College. He is also a faculty member for the Pennsylvania Bar Institute and has taught courses in Advertising Law and at PBI’s Technology Law Forum and Internet Law Update on issues related to email and online advertising.

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☎ (610) 871-1324

Areas of Practices

Business Law
Intellectual Property
Internet Law
Media & Publishing
Municipal
Real Estate

Admissions

Pennsylvania
U.S. District Court
Eastern District of Pennsylvania
U.S. Bankruptcy Court
Eastern District of Pennsylvania

Education

Villanova University School of Law,
J.D., *cum laude*, Order of the Coif,
Law Review, 1998
Muhlenberg College,
B.A., *magna cum laude*, 1994

Professional Associations

Pennsylvania Bar Association
Bar Association of Lehigh County
Northampton County Bar Association
Whitehall Township Board of Ethics,
Solicitor
Allentown Zoning Hearing Board,
(2007-2010)

Community Involvement

Lehigh Valley Business Coalition on
Health Care, Board Secretary
Allentown Commercial and Industrial
Development Authority Board of
Directors, Vice Chair
American Red Cross of the Greater
Lehigh Valley Board of Directors
Muhlenberg College Board of
Associates
Allentown School District Executive
Committee, Building 21 Allentown
Project
Da Vinci Science Center,
Board of Trustees

Past Community Involvement

Communities in Schools of the Lehigh Valley

Board Member (2005 – 2015)

President of Board (2011 to 2012)

Vice President of Board (2009 to 2010)

Casa Guadalupe Center

Board Member (2010 – 2015)

Lehigh Valley Housing Development Corporation

Board Member and Chair (2003 – 2006)

Alliance for Building Communities

Board Member (2000 – 2006)

Vice Chair (2004 – 2006)

Presentations

"Wrestling with the Right to Privacy", The Institute for Learning in Retirement, Cedar Crest College, 2016

"Nuts and Bolts of Copyright: Fair Use in the Classroom and in Course Management Systems", Muhlenberg College, 2016

"Identity Theft, What you Need to Know", Muhlenberg College Circle of 1848, 2014

"Legal Issues in Advertising", Pennsylvania Bar Institute, 2011 and 2008

"Technology Law Forum", Pennsylvania Bar Institute, 2007 and 2006

"Internet Law Update", Pennsylvania Bar Institute, 2007 and 2005

Various Private Client Presentations

Awards and Recognitions

2005 Human Relations Award, recognized as part of the Allentown Human Relations Ordinance Legal Defense Team, Allentown Human Relations Commission