

## Lippes Mathias Partner Matthew D. Asbell to Speak on Two Strafford Publication Webinar Panels



April 1, 2024 | **PRESS RELEASES**

Matthew D. Asbell, partner and member of Lippes Mathias' intellectual property practice team, is scheduled to speak as part of two upcoming webinar panels courtesy of Strafford Publication.

[The first panel](#), scheduled for 1 p.m. on Thursday, April 1, is titled IP Protection for Mobile Apps: Forms of Protection, Obtaining IP Rights, Navigating Data Privacy, and Cybersecurity. The CLE course will prepare IP counsel to anticipate and respond to legal challenges facing companies that develop and utilize mobile apps. The panel will examine and offer solutions to hurdles to getting IP protection for mobile apps; outline strategies for minimizing infringement risks, monitoring and enforcing, licensing and transferring IP rights; and address compliance and risk mitigation in relation to data privacy and cybersecurity in mobile apps.

[The second panel](#), titled Making Section 2(f) Claims: Demonstrating Acquired Distinctiveness, will be held On Tuesday, April 9, and will begin at 1 p.m. The course will guide trademark counsel in understanding how the courts and USPTO view the issue of acquired distinctiveness in support of a trademark application. The panel will outline approaches that work—and those that don't work—in demonstrating acquired distinctiveness.

With extensive knowledge and background in information technology, entertainment, medicine, and a range of other fields, Matthew Asbell is able to work comfortably and efficiently with clients in diverse industries. He assists clients in clearing, obtaining, enforcing, and defending trademark, design and utility patent, and copyright rights in the United States and throughout the world. Prior to becoming a lawyer, Asbell developed a broad base of knowledge and expertise in roles he held across various industries, managing emerging singer-songwriters and recording artists, training corporate employees in software applications, and at one point, studying medicine at the Medical College of Pennsylvania and Hahnemann University School of Medicine. Asbell received his J.D. from the Benjamin N. Cardozo School of Law in 2007, and in 1993, graduated from Carnegie Mellon University with his B.S. in Psychology and a minor in music.

#### **About Lippes Mathias LLP**

*Lippes Mathias is a full-service law firm with nearly 200 attorneys serving clients regionally, nationally, and internationally. With offices in Buffalo, Clarence, Albany, Long Island, New York, Rochester and Saratoga Springs, N.Y.; Greater Toronto Area; Chicago, Ill.; Jacksonville, Fla.; Cleveland, Ohio; San Antonio, Texas; Oklahoma City, Okla. and Washington, D.C., the firm represents publicly and privately-owned companies, private equity and venture capital firms, independent sponsors, real estate developers, financial institutions, municipalities, governmental entities, and individuals.*

## Related Team



**Matthew D. Asbell**

Partner