

Matthew D. Asbell Recognized Nationally as an “IP Star,” Lippes Mathias LLP Named as “Trusted Talent” in Managing IP’s 2025 IP Stars Guide



August 13, 2025 | **PRESS RELEASES**

Lippes Mathias LLP is pleased to announce that Matthew D. Asbell, a partner and member of its intellectual property team, has been recognized as an “IP Star” and rated as a “Trade mark star” in the 2025 edition of *Managing IP*’s IP Stars guide in the United States (National) jurisdiction (as well as in New York state). As a firm, Lippes Mathias was also named in the guide as “Trusted Talent.”

IP Stars is published annually and ranks law firms and individuals across multiple intellectual property practice areas in more than 70 jurisdictions. Rankings are based on firm submissions, client and peer interviews, surveys, and public record review, without fees or commercial influence. Recognition reflects strong client feedback and professional peer recommendations in the trademark and intellectual property fields.

About Matthew D. Asbell

With extensive knowledge and background in information technology, entertainment, medicine, and a range of other fields, Matthew D. Asbell, a partner and member of Lippes Mathias’ intellectual property team, works

comfortably and efficiently with clients in diverse industries. His passion for his work in intellectual property arises from a deep appreciation for creativity, whether in the form of invention, design, expression, or branding and marketing. He assists clients in clearing, obtaining, enforcing, and defending trademark, patent, design, and copyrights in the United States and throughout the world, while also advising on domain names, social media, and related issues.

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.

Asbell serves as an adjunct professor of law and frequent guest lecturer at Fordham University and the Benjamin N. Cardozo School of Law (Yeshiva University), and has taught at Columbia University and the Instituto Superior de Derecho y Economia in Madrid, Spain. He regularly mentors new lawyers and law students.

He is the host of *Intangify*, a weekly podcast on the intangible aspects of business. He co-chairs the intellectual property alumni practice group of Cardozo Law and runs the Steadfast group, an international network of intellectual property practitioners. He also chairs and serves as an active member in bar association committees in the American Bar Association Section of Intellectual Property Law and the International Trademark Association. Asbell frequently appears in the media to discuss significant cases and topics relevant to his area of practice and regularly authors articles for journals and publications.

About Lippes Mathias LLP

Lippes Mathias is a full-service law firm with nearly 220 attorneys serving clients regionally, nationally, and internationally. With offices in Buffalo, Clarence, Albany, Long Island, New York, Rochester, Syracuse, and Saratoga Springs, N.Y.; Greater Toronto Area; Chicago, Ill.; Jacksonville, Tampa Bay, and West Palm Beach, 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.

Year after year, Lippes Mathias is proud to be recognized by The Best Lawyers in America®, U.S. News - Best Lawyers®, Super Lawyers, and Chambers USA. For more information, visit www.lippes.com.

Related Team



Matthew D. Asbell

Partner