

The Hollywood Reporter and BBC World News Quote Matthew D. Asbell on Taylor Swift's AI Trademark Strategy



April 28, 2026 | **IN THE NEWS**

Matthew D. Asbell, a member of the intellectual property team at Lippes Mathias, was featured in The Hollywood Reporter and appeared on BBC World News to comment on the emerging legal strategy of celebrities filing trademarks to protect their voices and likenesses from artificial intelligence misuse.

[Click here to read the full article.](#)

Related Team



Matthew D. Asbell

Partner