



## Matthew D. Asbell | Partner

New York City

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With extensive knowledge and background in information technology, entertainment, medicine, and a range of other fields, Mr. Asbell, a partner and member of Lippes Mathias' [intellectual property team](#), works comfortably and efficiently with clients in diverse industries. Matthew's 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, Matthew 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.

Matthew 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 Economía (ISDE) in Madrid, Spain. He regularly mentors new lawyers and law students.

Matthew 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. Matthew 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.

### EDUCATION

### CAPABILITIES

Intellectual Property

- Intellectual Property Litigation & Dispute Resolution
- ITC Section 337 Investigations

Sports, Entertainment & Hospitality

Artificial Intelligence

- Benjamin N. Cardozo School of Law, J.D., 2007
- Medical College of Pennsylvania and Hahnemann University School of Medicine (1996-1998)
- Carnegie Mellon University, B.S., 1993

## LANGUAGES

- Portuguese

## BAR ASSOCIATION MEMBERSHIPS

- American Bar Association, Section of Intellectual Property Law
  - Chair, NFT Task Force
  - CLE Board
  - Vice-Chair, Trademark USPTO Practice and Policy Committee
- International Trademark Association (INTA)
  - Law Firm Committee
- American Intellectual Property Lawyers Association
- AIPPI (Association Internationale pour la Protection de la Propriété Intellectuelle)
- New York State Bar Association
- Association of the Bar of the City of New York

## HONORS & AWARDS

- World Trademark Review 1000, 2020-2024
- Intellectual Property Magazine IP Stars - United States & New York, 2014-2023
- Who's Who Legal 2023
- *The Best Lawyers in America*©, 2023-2025
- *New York Super Lawyers*®, 2013-2017
- 2017 Leaders League: Intelligence Report & Directory Series on Innovation – Technology & Intellectual Property, Highly Recommended (USA Best Law Firms): Trademark Prosecution
- *Rated Superb, Avvo.com*

## SPEAKING ENGAGEMENTS

- "Intellectual Property: Strategies for Innovation and Protection," Accountant-Lawyer Alliance, February 1, 2025
- "Protecting Computer Software Beyond Process and Function: Leveraging IP Effectively with Copyright, Design Protection, and Trademarks," Strafford Publications, January 28, 2025
- "Protecting Your Clients' Trademarks in Canada," Lawline, January 15, 2025
- "Accessing International Markets Through Intellectual Property," FORPIQ, November 20, 2024
- "Interactive Hands-On Workshop for Advanced Searching and

Responsible Use of Search Technology," American Bar Association - Intellectual Property Law, 12th Annual Trademark Days with the USPTO, September 17, 2024

- "Generative Artificial Intelligence in Trademark Practice," International Trademark Association Annual Meeting, May 18, 2024
- "Transparency, Alignment, and Cost-efficiency in Coordinating Across Multiple Jurisdictions," International Trademark Association Annual Meeting, May 18, 2024
- "Making Section 2(f) Claims of Acquired Distinctiveness," Strafford Publishing, April 9, 2024
- "Coping with Copyright," Senior Scholars at Queens, April 5, 2024
- "IP Protection for Mobile Apps: Forms of Protection, Obtaining IP Rights, Navigating Data Privacy, and Cybersecurity," Stafford Publishing, April 4, 2024
- Cardozo 2024 FAME Center Intellectual Property Law Moot Court Competition, Judge, March 14, 2024
- "Intellectual Property Protection for Mobile Apps," Strafford Publishing, March 12, 2024
- "How AI is Reshaping Retail," JA New York Show, Jewelers of America, March 11, 2024
- Brown bag intellectual property speaker series, Cardozo Law, February 27, 2024
- "Who Drives Your Leadership Identity?" The Hard Skills Podcast, February 6, 2024
- "AI & the Future of Luxury: Threat or Opportunity," Technology Therapy Group, February 6, 2024
- "NFTs and the Metaverse: What are the Lessons Moving Forward for Brands?" 2023 Art and Fashion Law Conference, Federal Bar Association, April 4, 2023
- "Intellectual Property as an Asset and Ethical Behavior in Bankruptcy," Accountant-Lawyer Alliance, April 2023 & December 2022
- "Reexamining Reexamination and Expungement: A Practitioner's Guide to the Early Days of Ex Parte TMA Proceedings," Intellectual Property Law Spring Conference, April 2022
- "U.S. Trademark Law Developments," Emily C. & John E. Hansen Intellectual Property Institute at Fordham Law School, April 2022, Moderator.
- "Mobile Apps: Navigating Intellectual Property, Data Privacy, and Cybersecurity," Strafford, October 2020, Presenter.
- "Temporary Non-Use of Trademarks in the Age of COVID," American Bar Association Section of Intellectual Property Law, August 2020, Presenter.
- "Global Search and Trademark Filing Strategies Post-Madrid," 24th Annual Intellectual Property Law: The Year in Review, Law Society of

Ontario, January 2020, Speaker.

- "The Madrid Protocol: Practical Strategies to Filing a 'Universal Application'...or Not, Panelist, Canada's New Trademark Regime: The Practical, Tactical Guide to Navigating the Sweeping Changes," Osgoode Professional Development Centre, April 2019, Speaker.
- "Fundamentals of U.S. Intellectual Property Law," Centro de Estudios Garrigues, Fordham University, Annually, Speaker.
- "Fundamentals of Intellectual Property Law," Summer Institute, Fordham University, Annually, Speaker.
- "Building and Protecting Your Brand in a New Media Environment," Korea Trade-Investment Promotion Agency, KOTRA, May 2019, Speaker.
- "Making Section 2(f) Claims: Demonstrating Acquired Distinctiveness," Strafford, Presenter.

### **ADMITTED TO PRACTICE**

- New York
- New Jersey
- U.S. Patent and Trademark Office