

Matthew J. Smith

TRADEMARK, COPYRIGHT & BRANDING VICE CHAIR

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Matthew Smith is passionate about helping clients protect their intellectual property. With more than 20 years' experience, Matthew's practice spans a wide variety of intellectual property law, including management of major worldwide trademark portfolios, advertising and branding, licensing, custom software development, IP consulting on mergers and acquisitions, trademark and copyright clearance and prosecution and other intellectual property matters. He also provides counseling and strategic analysis related to the use and registration of trademarks both in the U.S. and abroad, for clients ranging from solo inventors and small businesses, to multi-national corporations. He has extensive experience clearing, registering and enforcing trademarks and copyrights in the United States and abroad.

Matthew's experience as both outside and in-house counsel for clients in many different industries, including highly regulated healthcare or financial sectors, provides a unique and diverse business perspective and valuable insight into his client's needs, which contributes to well-rounded and practical advice. Matthew also provides counsel to clients across all industries in domain name disputes and has represented clients in World Intellectual Property Organization and National Arbitration Forum matters.

Education

- Washington University in St. Louis (LL.M., 2005)
 - Recipient of Intellectual Property and Technology Award (highest ranking student in IP LL.M. program)
- Southern Illinois University (J.D., 2001)
 - Southern Illinois University Law Journal, Survey Editor; CALI Award - Intellectual Property, Corporations; James O. Monroe Excellence in Writing Award; Excellence in Scholarship Award
- Marquette University (B.A., 1990)

Bar Admissions

- Missouri, 2001
- Illinois, 2002

Capabilities

- Health Care Technology
- Intellectual Property
- Licensing & Transactions
- Technology
- Trademark, Copyright & Branding
- Trademark, Copyright & Branding Litigation
- Technology Transactions
- Artificial Intelligence & Machine Learning
- Information Security (InfoSec)
- International Trademark & Clearance
- Trademark Clearance & Prosecution

Memberships

- American Bar Association
- The Missouri Bar
- The Bar Association of Metropolitan St. Louis
- Illinois State Bar Association
- American Intellectual Property Law Association
- St. Louis Volunteer Lawyers and Accountants for the Arts (VLAA)
 - Board of Directors, President 2015-2021
- International Trademark Association

Recognition

- World Trademark Review's 1000 List, Bronze – Missouri/Kansas, 2023-2026
- Adjunct Professor, Washington University School of Law, *Trademark Practice*
- Selected for inclusion in *Best Lawyers in America*® for Information Technology Law, 2023-2026