

Lippes Mathias Partner Matthew D. Asbell Leads Workshop at 12th Annual ABA-IPL Trademark Days with the USPTO



September 17, 2024 | **PRESS RELEASES**

Lippes Mathias is pleased to announce that Matthew D. Asbell, a partner and member of the firm's intellectual property team, participated in the 12th annual ABA-IPL Trademark Days with the U.S. Patent and Trademark Office (USPTO) in Alexandria, Virginia. Asbell led the interactive workshop, "Interactive Hands-On Workshop for Advanced Searching and Responsible Use of Search Technology," on Tuesday, September 17.

Designed for mid- to experienced-level practitioners, the workshop provided an engaging, hands-on experience, helping participants enhance their proficiency with the USPTO's trademark search system. Attendees participated in a "scavenger hunt" through the database, and the top searcher was awarded a prize. Regardless of experience level, all attendees walked away with practical tips and strategies for more efficient trademark searching.

The 12th Annual ABA-IPL Trademark Days was held from September 16–17, 2024, at the USPTO offices, offering two days of in-person programming and networking events. The program featured updates from the trademarks organization, a Trademark Trial and Appeal Board hearing, and valuable insights on effective USPTO/practitioner communications.

About Matthew D. Asbell

With extensive knowledge and background in information technology, entertainment, medicine, and a range of other fields, Lippes Mathias partner Matthew Asbell works comfortably and efficiently with clients in diverse industries, including the food and beverage industry. 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, Syracuse, 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, real estate developers, financial institutions, municipalities, governmental entities, and individuals.

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Related Team



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Partner