

Matthew D. Asbell Presents During “Accessing International Markets Through Intellectual Property” Workshop Hosted by FORPIQ



November 20, 2024 | **PRESS RELEASES**

Matthew D. Asbell, a partner and member of Lippes Mathias’ intellectual property practice team, presented at *Accessing International Markets Through Intellectual Property*, a workshop hosted by the International Intellectual Property Forum – Quebec (FORPIQ).

The event provided participants with strategies to leverage intellectual property (IP) to succeed in key international markets, including the United States, Asia, Europe, and the United Arab Emirates. Topics covered during the workshop included:

- **The Power of IP:** Protecting innovations and brands through patents, trademarks, copyrights, and trade secrets.
- **Strategic IP Management:** Developing tailored IP strategies for global markets.
- **Navigating International IP Laws:** Understanding differences in IP protection across jurisdictions.
- **Enforcement and Licensing:** Effective approaches for enforcing IP rights and exploring licensing opportunities.
- **Real-world Case Studies:** Insights from businesses that successfully expanded globally using IP.

Asbell joined a distinguished group of speakers to share his expertise on maximizing the value of IP assets and mitigating risks in the competitive global marketplace.

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

Asbell 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

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