



I guard clients' IP assets comprehensively. I think through possible outcomes in advance but continuously assess and adjust strategies as necessary.

overview

Matt Braunel protects and vigorously enforces his clients' intellectual property rights, including design and utility patents, trademarks, copyrights and trade secrets. For businesses and organizations of all sizes, he provides creative strategies that—due to their practical and highly targeted nature—are as efficient as they are effective.

Chair of the firm's AI Task Force, Innovation Committee and co-chair of the AI Practice Group, Matt carefully steers clients through the copyright stress test that is generative AI. Much of his current counseling in the firm's burgeoning Generative AI practice centers on risk avoidance via contract. Matt also wields innovative portfolio and copyright enforcement strategies to disrupt third parties using generative AI in an attempt to infringe without apparent detection.

Beyond his national counseling and litigation services, Matt has a brand protection practice that focuses on the flow of goods through international commerce. He works with the International Trade Commission and customs and border protection to combat piracy and seize counterfeit goods.

Matt is a registered patent attorney who has appeared before the International Trade Commission, the Patent and Trademark Office, the Patent Trial and Appeal Board, and the Trademark Trial and Appeal Board, the Federal Circuit Court of Appeals and District Courts in over 20 states. Held in high regard by clients and peers, a client noted in Lexology Client Choice that, "Mr. Braunel is one of the top trademark practitioners not only in Missouri, but in the United States, and is a valuable asset to all corporate counsel."

affiliations

Professional

- The Missouri Bar
- American Bar Association, Intellectual Property Section and Litigation Section
- Bar Association of Metropolitan St. Louis

Matthew

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MY SERVICES

Artificial Intelligence
Media, Advertising and Internet
Intellectual Property
Transportation
Life Sciences & Biotechnology

EDUCATION

Saint Louis University School of Law, J.D., *magna cum laude*, 2001

Order of the Woolsack

Academic Achievement Award in Patent Law, Spring 2000

St. Louis University Public Law Review

i) Managing Editor, 2000-2001

ii) Articles Editor, 1999-2000

Rockhurst University, B.S. Chemistry and Mathematics, 1995

ADMISSIONS

Illinois

Missouri

U.S. District Court Northern District Texas

U.S. District Court Eastern District Arkansas

U.S. Court of Appeals Federal Circuit

United States Patent and Trademark Office

The Supreme Court of the United States

recognitions

- Lawyer of the Year for Litigation - Patent in St. Louis, The Best Lawyers in America (by BL Rankings), 2022
- Best Lawyers in America (by BL Rankings), several consecutive years
- Lexology Client Choice Award Winner for Intellectual Property-Trademarks, 2013
- Up & Coming Lawyer, Missouri Lawyers Weekly, 2013