

Michele P. Schwartz



Partner

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Michele's practice focuses on intellectual property with an emphasis on trademarks, copyrights, trade dress, advertising, unfair competition, rights of publicity and domain names. She provides counseling with respect to intellectual property affected by mergers, acquisitions, asset and stock purchases, and creditor/debtor insolvency, and she licenses and securitizes intellectual property involved in such transactions. She regularly conducts clearance and due diligence reviews with respect to intellectual property portfolios. She also manages the international trademark and copyright portfolios of clients in a variety of industries, including food and restaurant, vending machinery, medical device, industrial parts, freight transportation, gaming, education, software, lighting, textile, entertainment and consumer products.

She has extensive practice experience prosecuting trademarks before the U.S. Patent and Trademark Office, the Trademark Trial and Appeal Board and in international forums, advocating for clients in disputes with government examiners and other parties. Michele has also appeared before federal courts and tribunals, representing clients in various intellectual property controversies.

Michele began her practice in New York in 1988 and moved to Texas in 2000. She has been recognized as a Texas Super Lawyer in Intellectual Property in *Texas Monthly* magazine for 2004, 2005 and 2006.

PUBLICATIONS

- What's in a Tweet? *IP and Technology Developments - October 2011* (October 25, 2011)
- Limited Time to Block Use of Your Mark in New Adult Entertainment Internet Domain (September 20, 2011)
- On Your .Mark, Get Set, GO! — ICANN Opens the Internet to Unlimited Generic Top-Level Domains *IP and Technology Developments - July 2011* (July 21, 2011)
- Facebook Wars: In the Age of Social Media, a Trademark Registration Is More Important Than Ever *IP and Technology Developments - April 2011* (April 19, 2011)
- A New Kind of Cybersquatting (June 12, 2009)
- Protecting Your Intellectual Property *Straightline* (July 1, 2008)

PROFESSIONAL RECOGNITION

- Texas Super Lawyer, *Texas Monthly* (2004-2006)
- *Chambers & Partners USA* (2004)

INDUSTRIES

Art and Cultural
Property
Banking/Financial
Services
Finance
Hospitality and Hotels
Manufacturing and
Sales
Restaurant
Sports/Entertainment
Technology

PRACTICES

Intellectual Property
Counseling and
Litigation
Intellectual Property
Litigation

EDUCATION

JD, 1988, Yeshiva
University, Benjamin N.
Cardozo School of Law
BA, 1985, Haverford
College

ADMISSIONS

New Jersey 1988
New York 1989
Texas 2002
US District Court for the
Northern District of
Texas
US District Court for the
Southern District of New
York
US District Court for the
Eastern District of New
York
US District Court for the
District of New Jersey

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BRIEFINGS, SEMINARS & SPEECHES

- "What's So Intellectual About This Property?" Dallas Area Paralegal Association General Membership Meeting, Dallas, TX (May 17, 2011)
- Panelist, "Strategies to Leverage Workplace Power," NAWL Annual Meeting, New York, NY (July 22, 2010)
- "IP Licensing in 2009—New Legal, Business and Regulatory Developments" (March 30, 2009)

AFFILIATIONS

- Yale University Library Council
- International Trademark Association
- State Bar of Texas
- State Bar of New York
- State Bar of New Jersey