

# J. Matthew Pritchard

## Of Counsel

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Matthew Pritchard advises mid- to large-sized corporations in the industrial, manufacturing and consumer goods industries on intellectual property matters, including domestic and international aspects of trademark, patent, copyright and trade secret matters.

Knowledgeable in risk management, protection strategies, registration, maintenance and disputes — including trademark and copyright infringement — he responds strategically to evolving intellectual property law developments and disputes.

Matthew represents clients before the U.S. Patent and Trademark Office, including applications, prosecution, maintenance and related international filings; before the Trademark Trial and Appeal Board (TTAB), including oppositions and cancellations; and in federal court, including disputes, enforcement and litigation.

A rostered early neutral evaluator (ENE) for trademark and copyright matters in the ADR program of the U.S. District Court for the Western District of Pennsylvania, Matthew has acted as an expert in several trademark infringement matters.

Matthew is an adjunct faculty member at the University of Pittsburgh School of Law and Thomas R. Kline School of Law of Duquesne University, teaching trademark practice and litigation.

### REPRESENTATIVE MATTERS

- Represented a small manufacturer in a trademark infringement lawsuit in the U.S. District Court for the Northern District of Ohio.
- Reached a pre-answer settlement on behalf of the defendant in a copyright infringement lawsuit in the U.S. District Court for the Western District of Pennsylvania.
- Acted as a litigation strategy consultant for a major refinery in a copyright infringement lawsuit in the Western District of Pennsylvania.
- Represented a credit union in a trademark infringement lawsuit in the Northern District of Ohio.
- Represented a manufacturer in a trademark infringement lawsuit in the Western District of Pennsylvania.

### FOCUS

Intellectual Property  
Intellectual Property Litigation  
Intellectual Property Trademark Procurement  
Intellectual Property Patent Procurement  
Intellectual Property Copyright Procurement  
Intellectual Property Trade Secret Matters  
Intellectual Property Alternative Dispute Resolution

### BAR ADMISSIONS

Pennsylvania  
U.S. Patent and Trademark Office

### COURT ADMISSIONS

U.S. Court of Appeals for the Federal Circuit  
U.S. Court of Appeals for the Sixth Circuit  
U.S. District Court for the Eastern District of Pennsylvania  
U.S. District Court for the Western District of Pennsylvania  
U.S. District Court for the Northern District of Ohio

### EDUCATION

J.D., *cum laude*, University of Pittsburgh School of Law, Order of the Barristers  
B.S., Civil Engineering & Engineering & Public Policy, Carnegie Mellon University

### MEMBERSHIPS

Member, International Trademark Association (INTA)



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- Represented musicians in a settlement agreement contempt motion in the Western District of Pennsylvania.
- Represented musicians in a trademark infringement lawsuit in the Western District of Pennsylvania.
- Reached a pretrial settlement of a copyright infringement lawsuit in the Western District of Pennsylvania brought by a publisher against a national labor organization.
- Reached a pre-discovery settlement for a manufacturer in a trademark infringement lawsuit in the Western District of Pennsylvania.
- Reached a pre-discovery settlement for a credit union in a trademark infringement lawsuit in the Western District of Pennsylvania.
- Reached a pre-discovery settlement on behalf of an auto parts retailer against a vehicle manufacturer in a trademark infringement lawsuit in the Western District of Pennsylvania.
- Represented an institutional bakery in an appeal of a TTAB decision before the U.S. Court of Appeals for the Federal Circuit.
- Appeared before the TTAB in more than 70 matters, including ex parte appeals, oppositions and cancellations.
- Managed all aspects of a global trademark portfolio for a multinational coatings manufacturer.

### IN THE COMMUNITY

Matthew is a high-school football official for the Pennsylvania Interscholastic Athletic Association, Greater Pittsburgh chapter. He was a council member, secretary and president of St. John's Evangelical Lutheran Church of Perrysville. He currently serves as a committee member on constitutions and bylaws and as parliamentarian for the Southwestern Pennsylvania Synod of the Evangelical Lutheran Church in America (ELCA).

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