



MILLEN, WHITE, ZELANO & BRANIGAN, P.C.

The task of recognizing, developing, protecting and exploiting IP has never been more important—or more complex. It is imperative that businesses secure the services of thoughtful, incisive and cost-effective IP counsel. The attorneys, agents and staff of MWZB have been fulfilling these needs effectively for our clients for almost 50 years.



Adam Mandell Director

703-465-5358

703-243-6410 fax

Mandell@mwzb.com

mail@mwzb.com

Adam began performing music at the age of six, and he has been actively involved in teaching, writing and producing music throughout his life. This has instilled in Adam a creative spark uncommon in lawyers. He applies this faculty to help his clients find innovative legal solutions. In particular, Adam excels at guiding clients in protecting new technologies that don't fit into traditional forms of intellectual property. This includes successful protection of computer programs, websites, graphical user interfaces, product designs, and packaging. Adam's skills extend to drafting and negotiating transactions, where creative thinking can often be the difference in closing deals to the satisfaction of his clients.

Adam provides cost-effective intellectual property portfolio management, strategy, and registration programs to maximize value and mitigate legal risk. He advises clients on global protection of brands online, including proceedings under the Uniform Domain Name Dispute Resolution Policy (UDRP), domain name acquisitions, and keyword advertising.

Adam assists clients in trademark clearance, prosecution, maintenance, enforcement and licensing, and proceedings before the Trademark Trial and Appeal Board (TTAB). He oversees a domestic trademark docket of hundreds of applications and registrations before the USPTO, and manages foreign filings for his clients worldwide.

He has significant experience with internet infringement matters on search engines, e-commerce, and social media, and litigates commercial actions including copyright and trademark infringement.

Motivated by his musical roots, Adam also conducts music-business deals, including transactions relating to distribution, touring and live events, recording, publishing, production, merchandising, and employment. Clients include record labels and artists with records debuting on the Billboard 200 albums chart.

Adam is a native Texan and leads the intellectual property and entertainment community in his home of Austin. He is a founding member of the Entertainment and Sports Law Section of the Austin Bar Association and provides pro bono legal services for artists. He frequently writes and speaks on a wide variety of technology, intellectual property, and related business issues.

Services

Trademark, Copyright, Entertainment, Domain Name Dispute Resolution, Licensing, Corporate and Transactional and Litigation

Technologies

Software

Education

- George Mason University School of Law (J.D. 2004), Associate Editor, Law Review
- University of Richmond (B.A. Philosophy/Political Science 2001)

Membership and Affiliations

- Entertainment and Sports Law Section of the Austin Bar Association
- Texas State Bar Entertainment and Sports Law Section
- Austin Intellectual Property Law Association
- International Trademark Association
- The Copyright Society of the U.S.A.

Admissions

- U.S. District Court, Eastern District of Texas 2015
- Western District of Texas (2015)
- Northern District of Texas (2015)
- Texas State Bar 2012
- Virginia State Bar 2004
- New York State Bar 2005
- District of Columbia Bar 2007
- U.S. District Court, Eastern District of Virginia 2011
- U.S. District Court, Western District of Virginia 2011

Speaking Engagements and Publications

- "Intellectual Property Basics for Creatives," Presenter, Entertainment Law Institute, November 2017
- Featured on-air on KXAN (Austin, Texas NBC affiliate) story about local artists combatting online copyright infringement and the Digital Millennium Copyright Act (DMCA), May 2017
- "Intellectual Property 101 for Small Businesses," Presenter, Small Business Festival, May 2017
- "A Clearer Look at Blurred Lines" (Williams et al. v. Bridgeport Music Inc. et al.) CLE for ESLABA, June 24, 2015

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Speaking Engagements and Publications (continued from front)

- "Making the Most Out of Logos, Product Designs and Packaging: Practice Tips and Trends for Non-Traditional Copyrights," Co-Presenter, Copyright Society of the USA, Texas Chapter, November 2014
- "Beyond Video Game Development and Business: Legal Issues Every Startup Should Know," Panelist, Captivate! Conference 2014
- "The Basics of Streaming Music," Panelist, Texas Review of Entertainment and Sports Law 2014 Symposium
- "Don't Make These 4 Copyright Mistakes," Texas Realtor, May 2013
- "What Your Association Needs to Know About Copyright Transfer Termination" Association Law & Policy e-newsletter, September 2011, ASAE: The Center for Association Leadership
- "What Associations Need to Know About New Top-Level Domain Names," Association Law & Policy e-newsletter, May 2011, ASAE: The Center for Association Leadership