



## Matthew D. Francis

Shareholder

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775.324.4100

**Reno, Nevada**

In the areas of intellectual property litigation, trademark prosecution, licensing and entertainment law, Matt Francis vigorously protects and defends valuable intellectual property rights. Matt litigates trademark, unfair competition, patent, copyright, and trade secret actions in courts throughout Nevada, and has litigated in numerous other jurisdictions as well.

Matt has prosecuted hundreds of trademarks at the federal and state level, and has participated in many opposition and cancellation proceedings before the Trademark Trial and Appeal Board (TTAB). He also assists clients in obtaining foreign trademark registrations, and handles trademark portfolios for large institutional clients. Matt has years of experience negotiating complex trademark, patent, and copyright licenses and entertainment contracts on behalf of musicians, authors, photographers and other artists. He has also assisted clients in numerous commercial disputes and contractual negotiations.

Prior to joining Brownstein, Matt was a partner at Watson Rounds, a firm Brownstein acquired on September 1, 2015.

### **Previous Experience**

Partner, Watson Rounds

### **Practices**

Intellectual Property, Intellectual Property Litigation, Brand Management, Trademark & Copyright Protection, Commercial Litigation, Entertainment & Defamation

### **Representative Matters**

- Represented Wynn Resorts against Resorts World in trade dress and copyright case involving world famous architectural design for Wynn properties. Case settled following TRO hearing.
- Trademark counseling and prosecution for California companies that design and sell smoking devices and other goods relating to the cannabis industry.
- Trademark counseling, brand protection and prosecution for a large, vertically-integrated medicinal and recreational cannabis cultivation, production and distribution company in Nevada.
- Successfully upheld a jury verdict for damages and permanent injunctive relief obtained in the District of Nevada for trademark infringement and unfair competition in the Ninth Circuit Court of Appeals.
- Obtained summary judgment in a patent infringement action in the District of Nevada after the District Court construed all disputed claims in his favor during Markman briefing and argument.
- Obtained a judgment in excess of a \$1,900,000 for a client in a commercial dispute in Nevada State Court, which included awards of attorneys' fees, costs, interest, and injunctive relief.
- Represented a Grammy Award winning artist in Lanham Act dispute.
- Represented a Nevada-based musical group against an internationally-renowned musical performer in a Lanham Act dispute.
- Obtained a temporary restraining order and subsequent consent judgment against a trademark infringer on behalf of the Reno Air Racing Association during the 2013 Reno Air Races.

## **Community**

Board of Directors, High Fives Nonprofit Foundation  
Pro Bono Counsel, Good Deed Hunting

## **Publications & Presentations**

- The State of Affairs for Federal CBD Trademarks, Author, *Northern Nevada Business View*, October 2, 2019
- Companies Should Be Aware of Misleading Trademark Renewal Notices, *Brownstein Client Alert*, August 9, 2018
- Trademarking pot in Nevada, Co-author, *Northern Nevada Law Journal*, October 30, 2017
- Intent to Use Trademark Applications – Planning for and Preparing Your Intent to Use, *Nevada Business Magazine*, November 2012
- The Domain Name Was Not Taken, So How Could I Be Infringing on a Trademark? The Relationship Between Trademarks, Service Marks, and Domain Names, *Nevada Business Magazine*, October 2010
- Intellectual Property Basics for Internet-Based Startup Companies, Author *Northern Nevada Business Weekly*, Business Law Special 2009

## **Education**

- J.D., 1998, University of Montana School of Law
- B.A., 1993, with honors, University of Nevada, Reno

## **Admissions**

- Nevada
- Utah
- U.S. District Court, District of Nevada
- U.S. District Court, District of Utah
- U.S. Court of Appeals, Federal Circuit
- U.S. Court of Appeals, Ninth Circuit

## **Recognition**

Nevada Business Magazine Legal Elite, 2012

## **Membership**

Washoe County Bar Association  
Cannabis Bar Association  
American Inns of Court, Bruce R. Thompson Chapter: 2000-2003