



Matt Braunel

Partner

St. Louis
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PRACTICES

- Intellectual Property
- Patent Law
- Trademark Law
- Copyright Law

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, Managing Editor, 2000-2001, Articles Editor, 1999-2000
- Rockhurst University, B.S., Chemistry, 1995, B.S., Mathematics, 1995

ADMISSIONS

- Illinois
- Missouri
- US Ct Appeals, Federal Circuit
- US Patent and Trademark Office
- US Supreme Ct

EMPLOYMENT

- Thompson Coburn LLP Partner, 2010-Present Associate, 2001-2009 Summer Associate, 2000

AFFILIATIONS

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

Matt is vice chair of the Intellectual Property Practice Group. Matt is looked to for his thorough understanding of his clients' business goals. He tailors his advice and strategies to each client's needs.

Matt litigates all forms of intellectual property, including patents, trademarks, copyrights, trade secrets. Matt has also developed a brand protection practice that incorporates different forms of intellectual property to combat piracy and counterfeiting. He is a registered patent attorney who practices before the Federal District Courts, Federal Appeals Courts, International Trade Commission, the Patent and Trademark Office, the Patent Trial and Appeal Board and the Trademark Trial and Appeal Board, and is admitted to the Supreme Court of the United States. Representing businesses and organizations of all sizes, Matt provides practical and cost-effective strategies to protect their valuable assets.

Matt was named Lawyer of the Year for Litigation – Patent in St. Louis in the 2022 edition of The Best Lawyers in America (by BL Rankings) and has been listed in the Best Lawyers in America (by BL Rankings) for five consecutive years. 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."

Matt holds degrees in chemistry and mathematics, and completed graduate-level course work toward a doctoral degree in radiopharmaceutical chemistry before attending law school.

Matt serves on the Firm's Innovation Committee and is Chair of the AI Task Force.

Recognitions

- Listed in The Best Lawyers in America (by BL Rankings), 2019-2025
- Named Lawyer of the Year for Litigation - Patent in St. Louis by The Best Lawyers in America (by BL Rankings), 2022
- Named a Lexology Client Choice Award Winner for Intellectual Property-Trademarks, 2013

- Named an Up & Coming Lawyer by Missouri Lawyers Weekly, 2013

Publications

- Quoted, "How Big St. Louis Law Firms Use Artificial Intelligence in Their Practices" *St. Louis Business Journal* March 22, 2024
- Quoted, "Rewriting The Rules: Do We Need A New Kind Of Licence To Solve GenAI's Author Problem?" *World Intellectual Property Review*, October 9, 2023
- Quoted, "New PTAB Rule Could Lead To Rush Of Bids For Vidal's Eye" *Law360*, July 28, 2023
- Quoted, "New Tech, Same Laws? Navigating Trademark Protection in the Metaverse", *Law.com*, August 9, 2022

Presentations

- ACC STL CLE: IP Issues with GenAI - Ownership and Enforcement Association of Corporate Counsel, July 2024