



## Brendan

**Brendan M. Bement**  
Associate

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### MY SERVICES

Intellectual Property

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### EDUCATION

Saint Louis University School of Law, J.D., *cum laude*,  
2020

Saint Louis University, B.S., Mechanical Engineering,  
2017

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### ADMISSISONS

Illinois

Missouri

United States Patent and Trademark Office

I create tailored intellectual property solutions by leveraging my litigation experience and mechanical engineering background.

#### overview

Brendan Bement advises clients across various industry sectors on a range of intellectual property issues. He focuses on IP portfolio management, enforcement, and prosecution, including trademarks, copyrights, patents, and trade secrets. Brendan takes a client-centric approach, tailoring solutions to fit each unique situation.

With hands-on experience in federal court litigation for trademark and copyright matters, Brendan has also handled proceedings at the Trademark Trial and Appeal Board and initiated ex parte proceedings under the Trademark Modernization Act. He has experience issuing and responding to cease and desist letters and negotiating with opposing parties.

Brendan is a registered patent attorney with the U.S. Patent and Trademark Office, and he brings a background in mechanical engineering to his practice.

#### publications

- ["What Not to Look For: Establishing Secondary Meaning in Product Design Trade Dress"](#)  
*IPWatchdog*, April 2023
- ["The Trademark Modernization Act: What We Have Learned So Far"](#)  
*Intellectual Property & Technology Law Journal*, March 2023
- ["Trademark Modernization Act: What We Learned After One Year"](#)  
*World Trademark Review*, March 2023

#### in my free time

I cherish every moment with my family and make the most of our time together. To stay active, I enjoy playing beach volleyball and indoor soccer, among other activities. I also completed my first half marathon in 2023.