



Mike A. McArthur

Associate

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PRACTICES Intellectual Property, Trademarks, Copyright, Social Media, Trademark Prosecution

Mike McArthur is an associate in the Intellectual Property Practice Group. His practice focuses on all aspects of trademark law, including brand management, clearance and prosecution, and global enforcement. His experience includes representations of clients of all sizes, ranging from individual entrepreneurs and emerging startups to Fortune 500 multinational corporations.

In particular, Mike regularly investigates, analyzes, and opines on the availability of potential marks, drafts and prosecutes trademark applications through to registration, addresses intellectual property violations across social media, negotiates settlement and coexistence agreements, and manages Uniform Domain Name Dispute Resolution Policy (UDRP) proceedings, and trademark opposition and cancellation proceedings. Additionally, he has experience representing both rights holders and purported infringers in numerous cases involving seized or detained shipments by U.S. Customs and Border Protection.

Before joining the firm, Mike studied at Vanderbilt Law School where he was a John W. Wade Scholar and a Managing Editor on the *Vanderbilt Law Review*. Mike also spent a summer during law school as a judicial intern to the Honorable A. Joe Fish of the U.S. District Court for the Northern District of Texas and to the Honorable Reed O'Connor of the U.S. District Court for the Northern District of Texas.

Professional and Community Activities

- International Trademark Association, Pro Bono Committee Member

Professional Recognition

- Included in the "Ones to Watch" category of *Best Lawyers in America*, Woodward/White, Inc., 2021-2022
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QUALIFICATIONS

EDUCATION

- J.D., Vanderbilt University Law School, 2014,
Managing Editor, *Vanderbilt Law Review*

HAYNES BOONE

- B.S.E., Mechanical Engineering, Duke University, 2010

CLERKSHIPS

- 1/01/0001 - 1/01/0001

- Judicial Intern to the Honorable Judge A. Joe Fish, U.S. District Court for the Northern District of Texas, Summer 2012

Judicial Intern to the Honorable Judge Reed O'Connor, U.S. District Court for the Northern District of Texas, Summer 2012

ADMISSIONS

- Texas
 - U.S. Patent and Trademark Office
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PUBLICATIONS AND SPEAKING ENGAGEMENTS

- "Mattress Firm's CDRP Domain Takedown Sheds Light on CentralNIC Brand Protection Offering, quoted, *World Trademark Review*, May 2, 2022.
- "Mattress Firm Gets Infringing URL Back Through 'Rare Tool'," quoted, *Law360*, April 26, 2022.
- "Intellectual Property in Franchise Law: What Franchise Lawyers Need to Know about Trademarks", presenter, Franchise and Distribution Law Section, Dallas Bar Association, August 17, 2021.
- "Name Drop" co-author, *Intellectual Property Magazine*, September 29, 2020.
- Quoted in "DC NFL Team Buys Time with Temporary Name Change," *Law360*, July 23, 2020.
- Quoted in "How Do You Rebrand a Franchise Like the Washington NFL Team? Seven Key Takeaways," *World Trademark Review*, July 17, 2020.
- "The USPTO Extends Certain Trademark Deadlines Again, Now Through May," co-author, Haynes Boone Client Alert, April 8, 2020.
- "U.S. Federal Courts Now Must Be Bound by TTAB Decisions to a Greater Extent," co-author, Haynes Boone Client Alert, March 24, 2015.
- "Supreme Court Favors Juries over Judges in Deciding Consumer Perspective Trademark Issue," co-author, Haynes Boone Client Alert, January 23, 2015.