

Matthew D. Witsman

Senior Counsel

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Matthew (Matt) Witsman assists companies large and small in all aspects of intellectual property law, including trademark and copyright prosecution, enforcement, and portfolio management, and domestic and global trademark clearance. Matt regularly represents clients in adversarial proceedings before the Trademark Trial and Appeal Board (TTAB) of the U.S. Patent and Trademark Office (USPTO) and in Uniform Domain-Name Dispute-Resolution Policy (UDRP) proceedings, and he leverages his litigation experience through his work in trademark disputes in federal district courts across the United States. Matt also advises clients on technology and intellectual property licensing agreements, implementing promotional sweepstakes and contests campaigns, compliance with National Advertising Division (NAD) guidelines, and assisting in NAD proceedings.

With experience in counseling, prosecution, and litigation, Matt provides clients with a well-rounded approach to all stages of intellectual property disputes. The companies he works with represent a wide range of sectors, including manufacturing, energy, fashion and apparel, and pharmaceuticals.

Before joining Foley, Matt worked as a trademark associate representing companies in trademark, trade dress, domain name, and copyright matters across the global financial services, travel, technology, and golf industries, among others. Matt also served as the lead associate in a trademark infringement and unfair competition federal court dispute that resulted in a US\$15+ million judgment in the client's favor.

While in law school, Matt assisted entrepreneurs and small businesses with intellectual property matters through Notre Dame's Intellectual Property and Entrepreneurship Clinic, and he participated in Notre Dame's Summer Intellectual Property Programme in London. Additionally, Matt served as a legal intern in the Department of Athletics at the University of North Carolina, Chapel Hill. While there he generated strategies to foster the growth of the university's brand identity worldwide.

Affiliations

- Member, Illinois Bar Association

- Member, International Trademark Association (INTA)
- Member, Building Bridges Committee, INTA
- Volunteer, INTA – Pro Bono Clearinghouse
- Member, Leadership Council, Western Golf Association Evans Scholars Foundation

Sectors

- [Blockchain & Digital Assets](#)
- [Energy Transition](#)
- [Innovative Technology](#)
- [Power & Renewables](#)

Practice Areas

- [Intellectual Property](#)
- [Trademark, Copyright & Advertising Counseling](#)

Education

- Notre Dame Law School (J.D., 2017)
 - Order of the Coif
 - Managing Senior Articles Editor, *Notre Dame Journal of International and Comparative Law*
- University of Dayton (B.A., magna cum laude, 2014)
 - Minor: English
 - Psychology

Admissions

- Illinois
- U.S. District Court for the Northern District of Illinois