



## Matthew P. Hintz

Counsel

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Matthew's practice focuses on intellectual property law with a concentration in trademark and copyright counseling. Clients benefit from his experience with both start-ups and multinational brands for clearance of proposed marks, obtaining approvals for applications to register marks and issued registrations with the United States Patent and Trademark Office, as well as brand protection and enforcement at the Trademark Trial and Appeal Board (TTAB) and in foreign opposition proceedings.

Matthew has spoken on a wide range trademark and copyright topics, including enforcement strategies with social media and ecommerce sites, trademark and design protections for fashion, personal names as trademarks, television plotlines featuring trademark and copyright law issues, "copyright troll" litigation, and comparative trademark use requirements outside the United States.

Matthew is actively involved with the American Bar Association Section of Intellectual Property Law, where he currently serves on both the Editorial Board for *Landslide* magazine and the Content Advisory Board. He also serves as liaison to the National LGBT Bar Association and the ABA Commission on Sexual Orientation and Gender Identity. Matthew has previously served as a Young Lawyer Fellow and chair of the Young Lawyer Action Group, as well as on the Trademark Legislation Committee, and CLE Board.

Matthew is also currently a member of the International Trademark Association's Publications Committee. Matthew has previously served as a member of the U.S. Legislation Subcommittee.

Principal areas of focus include:

- Intellectual property law
- Trademark law
- Copyright law

## EXPERIENCE

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- > Developed trademark registration filing strategy and program in the U.S. and overseas for pharmaceutical company's expansion with key branded products.
- > Initiated anti-piracy program for inspection of potential grey market fragrance products for fashion brand.
- > Managed U.S. and international trademark portfolio for corporation's specialty lubricant division, including correcting chain of title records in international trademark offices.
- > Negotiated favorable settlements in trademark registration opposition proceedings at the United States Patent and Trademark Office for businesses in a wide variety of industries, including consumer goods and environmental engineering.
- > Represented national nail salon franchisor for trademark enforcement in New Jersey against unauthorized salons.

## HONORS & AWARDS

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- > **World Trademark Review (2019)**  
Recognized among leading global trademark practitioners
- > **Leadership Council on Legal Diversity: Fellows Program (2018)**  
Landmark program created to identify, train, and advance the next generation of leaders in the legal profession
- > **American Bar Association Section of Intellectual Property Law: Recognition of Outstanding Leadership Contribution (2015, 2017)**
- > **American Bar Association Section of Intellectual Property Law: Young Fellow Lawyers (2013-2016)**

## NEWS & INSIGHTS

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## Publications

- > May 23, 2019  
**"Mission Product: Supreme Court Protects Rights of Trademark Licensees in Bankruptcy Despite "Rejection" of Underlying Trademark License Agreement by Debtor-Licenser,"** *Lowenstein Sandler Client Alert*  
Joseph J. DiPasquale, Philip J. Gross, Vanessa A. Ignacio, Matthew P. Hintz
- > April 2, 2019  
**"How to Avoid Common IP Mistakes Made by Early-Stage Companies—Part 1: Trademarks,"** *Lowenstein Sandler LLP*  
Mark P. Kesslen, Matthew P. Hintz
- > December 1, 2016  
**"Important Change to Copyright Safe Harbor,"** *Corporate Counsel*  
Matthew P. Hintz, Matt Savare
- > September 26, 2016  
**"Despite Consent Agreement, Trademarks for Craft Beer Too Similar for Registration,"** *Trademark Prosecution and Enforcement Client Alert*  
Vanessa A. Ignacio, Matthew P. Hintz
- > August 3, 2016  
**"Social Media Sites' Infringement Remedies Another Reason to 'Favorite' Trademark Registration,"** *Legaltech News*  
Vanessa A. Ignacio, Matthew P. Hintz

## Press Mentions

- > May 1; May 25, 2019  
**Morningstar Inc., Yahoo Finance, BioSpace, Cision PR Newswire, Chain Drug Review,** and the **Global Legal Chronicle** note Lowenstein Sandler as counsel to Crown Laboratories, Inc. and Hildred Capital Partners LLC in Crown's acquisition of the North American distribution rights to Keri from GlaxoSmithKline plc (NYSE: GSK). (Lowenstein deal team: **Herschel S. Weinstein, Sam E. Khan, Mitchell McDonald, James C. Shehan, Matthew P. Hintz, Michael A. Buxbaum, Matthew Tippy, Erica Perlmutter, Jeffrey M. Shapiro, and Jack Sidorov.**) [View Lowenstein's news announcement about this transaction.](#)
- > November 30 - December 3, 2018  
**Business Wire, MarketWatch, Pharmaceutical Business Review, Cosmetics Technology, ABF Journal, Cision PR Newswire,** and the **Tullahoma News** note Lowenstein Sandler as counsel to Crown Laboratories, Inc. (Crown Laboratories) and Hildred Capital Partners, LLC in Crown Laboratories' acquisition of the North American distribution rights of five OTC consumer brands from GlaxoSmithKline plc (NYSE: GSK). (Lowenstein deal team: **Herschel S. Weinstein, Sam E. Khan, Mitchell McDonald, Sunita Patel, James C. Shehan, Matthew P. Hintz, Sofia Kopelevich, Michael A. Buxbaum, Nicholas Gonski, Matthew Tippy, Jeffrey M. Shapiro, and Jack Sidorov.**) [View Lowenstein's news announcement about this transaction.](#)
- > October 29-December 27, 2018  
**Reuters, Axios, The PE Hub Network, Food Processing Technology (October 31, 2018; November 2, 2018), Global Legal Chronicle,** and **just-food.com** note Lowenstein Sandler as counsel to Traub Capital LLC in its acquisition of Signature Brands from The Hero Group. (Lowenstein deal team: **Michael A. Brosse, Michael J. Mueller, Sabrina Cua, Justin Gindi, Lowell A. Citron, Theodore C. Sica,** Nicholas Gonski, **Michael Walutes, Nicholas G. Mehler, Matthew P. Hintz, Sofia Kopelevich, Darren Goodman, Megan Monson, Eric Jesse, James C. Shehan, Stuart S. Yusem, and Mitchell McDonald.**) [View Lowenstein's news announcement about this transaction.](#)
- > July 30, 2018  
**The PE Hub Network** and **Mergers & Acquisitions** note Lowenstein Sandler as counsel to **NexPhase Capital, LP** in its equity stake investment in **Brandt Information Services, LLC.**
- > October 12, 2016  
**Matthew Hintz** wrote the guest post "A Croissant-Doughnut By Any Other Name" for **The IPKat**, a popular intellectual property law blog, on the registration and enforcement of the CRONUT trademark.

## EDUCATION

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- > University of New Hampshire School of Law (J.D. 2007)
- > Rutgers, The State University of New Jersey (B.A. 2000), Art History

## ADMISSIONS

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- > New York
- > New Jersey