

JOEL R. SAMUELS

PRINCIPAL / ST. LOUIS METRO OFFICE

Joel's unique combination of business experience and global outlook sets him apart from other intellectual property practitioners. With degrees in economics and business administration, Joel began his career focused on antitrust compliance in Hart-Scott-Rodino reportable transactions as well as Hatch-Waxman litigation. As a result, Joel approaches his current practice from the viewpoint of business investment and asset management.

Clients appreciate his ability to dissect their corporate financial information and investor reports to better understand their business and recommend effective IP strategies for furthering the bottom line. As a trusted counselor, he advises clients on contested matters in district courts and Patent Office proceedings, including post grant review proceedings and TTAB oppositions and cancellations. He also handles Markman hearings, district court arguments and oversees the day-to-day management of cases. Additionally, Joel negotiates and documents a wide variety of agreements, including settlement, license and inventor development arrangements. Joel also provides IP training and management advice for his clients.

PRACTICE AREAS

Trademarks & Service Marks; IP Litigation

INDUSTRIES

Architecture



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NEWS/EVENTS

PRESENTATIONS

- "2016 Trademark Year in Review," *Bar Association of Metropolitan St. Louis*, St. Louis, MO, January 20, 2017
- "2015 Trademark Year in Review," *Bar Association of Metropolitan St. Louis*, St. Louis, MO, March 2016
- "ABA Young Lawyers Division Brown Bag Series, False Advertising 101: Procedural Issues," Moderator, August 4, 2010
- "ABA Young Lawyers Division Brown Bag Series, Pleading Standards for Section 1 Violations," Moderator, December 20, 2010

IN THE NEWS

- Joel Samuels Talks Play-Doh's Scent Trademark with Bloomberg Law
- "Graybar takes on Delaware startup over its name," *St. Louis Business Journal*, December 4, 2015

EVENTS

- Joel Samuels Leads CLE on Top Trademark Cases of 2018
- Joel Samuels to Lead CLE on 2017's Top Trademark Cases

PUBLICATIONS

- "Keeping It Under Wraps: Trade Secret Protection," ABA Young Lawyers Division 101 Practice Series, 2009-2010
- "Playing By The Rules: An Antitrust Primer," ABA Young Lawyers Division 101 Practice Series, 2008-2009
- "'Tain't What You Do': Effect of China's Proposed Anti-Monopoly Law on State Owned Enterprises," 26 Penn St. Int'l L. Rev. 169 (2007)

ARTICLES

- "Human-Robot Interfaces Should Be Subject to Legal Protection," *Robotics Business Review*, December 21, 2016

BLOGS

- The Trademark Office is Body Shaming Elves
- What's in a Surname? The Fight for the SCHLAFly Brand
- HBO's Trademark Warpath
- Federal Circuit: Expensive Attorneys Are Not "Expenses" Under Section 145
- Section 101: The Facts, the Whole Facts and Nothing but the Facts
- A Teerrriiffiiccc Trademark

BACKGROUND

Born in Calcutta, India, Joel grew up in the Midwest and on the Big Island of Hawaii. During law school, he clerked in the in-house legal department at Coca-Cola's world headquarters in Atlanta. After law school, Joel worked in New York City for several years before returning to St. Louis. This personal experience allows Joel to provide

legal advice in the context of a global marketplace and cross-cultural issues.

Outside of the office, Joel is a music enthusiast and a multi-instrumentalist. His musical accomplishments include a performance at the famed Carnegie Hall. He also enjoys hiking, fishing and gardening. Prior to becoming an attorney, Joel served as a first responder as an emergency medical technician basic.

In addition to his career as an attorney, Joel is an Adjunct Professor at Washington University School of Law.

AWARDS & DISTINCTIONS

- *Best Lawyers*, Litigation – Intellectual Property, 2018-2019
- *Best Lawyers*, Litigation – Patent, 2019
- Woolsack Honor Society
- *Penn State International Law Review*, Executive Editor

MEMBERSHIPS

- American Bar Association
- Bar Association of Metropolitan St. Louis

EDUCATION

J.D., Pennsylvania State University, Dickinson School of Law, 2008

B.A., Economics, *magna cum laude*, Saint Louis University, 2005

B.A., Political Science, *magna cum laude*, Saint Louis University, 2005

BAR & COURT ADMISSIONS

Missouri

New York

Eastern District of Missouri

Western District of Missouri Eastern District of New York

Southern District of New York