

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

NEWS/EVENTS

PRESENTATIONS

- "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 Interviewed by Bloomberg Law about Email Requirements for Trademark Applicants
- Joel Samuels Interviewed by Bloomberg Law about Columbia Professor's Copyright Fight



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- Harness IP's Newest Principals Receive Recognition from Law360
- 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

- IP Attorney Joel Samuels to Lead CLE on Top 8th Circuit Trademark Litigation Matters of 2021
- Trademark Attorney Joel Samuels to Lead CLE on the Top Trademark Cases of 2020
- St. Louis Principal to Take Part in the Virtual KnowIt Conference
- Harness IP Attorney to Lead CLE on Top Trademark Cases of 2019
- 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

- Joel Samuels Discusses SCHLAFLY Brand & Family Trademarks in IP Litigator Article
- "Human-Robot Interfaces Should Be Subject to Legal Protection," *Robotics Business Review*, December 21, 2016

BLOGS

- Generic + Generic = Protectable Trademark
- Welcome Trademark Registration Number 6,000,000!
- USPTO Issues New Guidance Regarding Cannabis Related Trademarks
- The Trademark Office is Body Shaming Elves
- What's in a Surname? The Fight for the SCHLAFLY Brand
- HBO's Trademark Warpath

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, 2018-2022
- *Best Lawyers*, Litigation – Patent, 2021-2022
- *Best Lawyers*, Trademark Law, 2020-2022
- *Missouri Super Lawyers*, 2020-2021
- *Missouri Super Lawyers*, "Rising Star," 2019
- *Missouri Lawyers Weekly*, "Up & Coming," 2019
- Woolsack Honor Society
- *Penn State International Law Review*, Executive Editor

MEMBERSHIPS

- Bar Association of Metropolitan St. Louis: Patent, Trademark and Copyright Law Section; Chair, 2021 – 2022; Chair-Elect, 2020 – 2021; Secretary, 2019 – 2020
- Penn State Law School, Pro Bono Counsel & Advisor to the Intellectual Property Clinic
- American Bar Association

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 Michigan

Eastern District of Missouri

Western District of Missouri

Eastern District of New York

Southern District of New York