

Matthew A. Homyk | Partner
Intellectual Property & Technology

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Matthew Homyk concentrates his practice in intellectual property matters and related business issues confronting companies and individuals in many industries, ranging from fashion, e-commerce, social networking, insurance, musical instruments, and building materials. He serves a wide range of clients in areas including:

- social networking (e.g., Facebook and Twitter) legal issues
- domestic and international trademark and copyright counseling
- counterfeit products enforcement in the United States, China, and India, including Chinese counterfeiting litigation counseling
- patent prosecution and patent litigation
- copyright registration
- prosecution of trademark and service mark applications
- internet issues, domain name disputes, UDRP proceedings, and e-commerce issues
- preparation and negotiation of technology transfer, assignment, and confidentiality agreements
- domestic and international license agreements for trademarks, copyrights, software, and know-how

Matthew uses his experience in web design, social networking, web analytics, and search engine optimization (“SEO”) to provide high-level Internet business counseling to clients in conjunction with traditional patent, trademark, and copyright services.

Matthew is the Adjunct Professor of Trademark Law at Villanova University School of Law. He is also a member of the Law Firm Committee of the International

Trademark Association (“INTA”).

Prior to joining Blank Rome, Matthew interned for the General Counsel of The Barnes Foundation, an educational institution dedicated to appreciation of the fine arts and horticulture.

Select Engagements

- Representing domestic fashion brands on trademark registration and counseling and counterfeit enforcement.
- Trademark portfolio analysis and maintenance for global insurance company.
- Negotiated and drafted agreement for global retail clothing brand to host event at landmark Miami resort.
- Trademark litigation for regional specialty running products company.

Admissions

- Pennsylvania
- New Jersey
- U.S. District Court - Eastern District of Pennsylvania
- U.S. District Court - New Jersey
- U.S. Patent and Trademark Office

Memberships

- Philadelphia Bar Association
- International Trademark Association

Education

- Villanova University School of Law, JD, cum laude
- Georgetown University, BSFS

Recognitions

- 2017–2020, listed in *World Trademark Review 1000*—The World’s Leading Trademark Professionals
- 2017–2018, listed in *IAM Strategy 300*—The World’s Leading IP Strategists
- 2016, “40 Under 40,” listed in *Philadelphia Business Journal*

Professional Activities

Matthew serves on the Radnor Township Zoning Hearing Board.