



## Justin E. Maio

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## PRACTICE AREAS

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Apparel & Fashion

Media & Entertainment

Mergers & Acquisitions/  
Corporate

Plaintiff's Patent  
Infringement Litigation

Trademark, Copyright &  
Unfair Competition Litigation

## EDUCATION

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Pepperdine University School  
of Law (JD, 2013)

University of Texas, Austin  
(BBA, Finance, with Honors,  
2009 BA, Biochemistry, with  
Honors 2009)

Justin Maio is of counsel at Russ August & Kabat, where he serves as a member of the firm's intellectual property group, corporate and finance group, and mergers and acquisitions group. His primary practice is focused on trademark protection and enforcement and brand development. He provides all services related to trademark prosecution, including clearance searches, filing applications, preparing Office action responses, filing maintenance documents, handling all aspects of opposition and cancellation proceedings, and filing Board appeals. He also advises on a variety of intellectual property matters and drafts and negotiates various types of IP-related agreements, such as license agreements, influencer agreements, distribution agreements, manufacturing agreements, services agreements, software development agreements, privacy policies and terms of use, data processing agreements, and assignment agreements. His clients range from startups and small businesses to high net-worth individuals, world famous celebrities, and multinational corporations.

Justin has been involved in litigating all stages of intellectual property disputes, including drafting and responding to cease & desist letters, filing takedown notices, preparing UDPR complaints, preparing pleadings, taking discovery, mediation and arbitration, negotiating settlements, trial preparation, and trial. Justin has experience litigating contract disputes, complex commercial disputes, and business torts as well.

With the mergers and acquisitions group, Justin has extensive experience conducting and managing IP due diligence and advising as an IP specialist for complex M&A deals. His experience touches each stage of deal development, including conducting initial IP searches, drafting and

negotiating purchase agreements and supporting documents, schedule preparation, portfolio analysis and verification, and handling post-closing IP-related filings and recordations.

Justin graduated from Pepperdine University School of Law with a Dean's Merit Scholarship (Full Tuition) and was awarded CALI Certificates in Contracts and Mediation Theory & Practice. He also earned a Certificate in Dispute Resolution from the Strauss Institute for Dispute Resolution, the top program of its kind in the nation. He previously worked at Keegan & Baker, LLP in real-estate litigation and for Associated Production Music, LLC, where he focused on preparing royalty agreements for artists.

Justin received a Bachelor of Business Administration with Honors in Finance and a Bachelor of Arts with Honors in Biochemistry from the University of Texas at Austin. He is a member of Phi Beta Kappa honors society, Beta Gamma Sigma business honors society, and the Texas Cowboys service organization, the oldest society at the University of Texas. Justin is an active and good standing member of the State Bar of California and the State Bar of Florida and is registered as a patent attorney before the United States Patent & Trademark Office.

Justin has been consistently recognized as a Southern California Super Lawyers "Rising Star" by *Los Angeles Magazine* since 2020. He has also been selected by his peers for inclusion in *The Best Lawyers: Ones to Watch* (2022 – 2024 Editions) for Entertainment and Sports Law.

