

Matthew L. Seror

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Shareholder

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Areas of Practice & Industry Specialties

Intellectual Property Law; Litigation; Cybersecurity Law; Privacy & Data Security Law; Internet Law, E-Commerce & Social Media; Apparel & Consumer Products; Alternative Lenders; Fiduciaries, Receivers & Trustees; Multi-Level Marketing

Matthew L. Seror's practice includes all aspects of litigation, with particular emphasis on intellectual property matters, complex commercial matters, and real estate litigation.

Mr. Seror has represented clients in matters involving copyrights, trademarks, trade secrets, trade dress, and unfair competition. Mr. Seror also regularly counsels clients on effective means of protecting intellectual property assets and frequently represents clients in the apparel industry with regard to licensing and infringement claims.

In addition to his work in the intellectual property arena, Mr. Seror also represents a number of companies, start-ups, financial institutions, receivers and other court appointed fiduciaries in complex commercial and real estate matters. His extensive experience includes matters involving contractual disputes, secured transactions, fraud, securities violations, mechanic lien litigation, partnership disputes, real estate disputes, and securities violations.

Mr. Seror is currently a member of the Leadship Council for SecureTheVillage. He has been recognized by *Super Lawyer Magazine* as a Southern California Super Lawyer Rising Star from 2009-2019 and a Southern California Super Lawyer in 2020 and 2021, a distinction recognizing the top two and one-half percent of California attorneys under the age of 40 for excellence in the practice of law. In addition to this distinction, in 2015, 2016 and 2017 *Super Lawyer Magazine* also recognized Mr. Seror as an Up-and-Coming 100, an honor reserved for the attorneys who ranked among the top 100 during the Rising Star selection process.

Representative Matters

- Defended toy designer and manufacturer in trademark infringement action.
- Defended premium denim manufacturer in copyright infringement action.
- Representation of an internet start-up company in connection with protecting intellectual property assets.
- Defended apparel manufacturer in connection with copyright and trademark infringement matter.
- Defense of national retailer in copyright infringement action.
- Representation of Court appointed receiver charged with the completion, marketing and sale of over twenty-eight residential communities located across the western United States.
- Representation of entrepreneur following his wrongful dissociation from partnership he helped form.
- Representation of lenders and special servicers in connection with foreclosure actions and related real estate litigation matters.

Publications

- Caught in the crossfire: Could social media influencers become the target of trademark infringement litigation after the case against influencer Molly Sims was allowed to proceed?, *Intellectual Property Magazine*, November 2, 2021
- Social Media Influencers Could Become the Targets of Trademark Infringement Lawsuits, *Buchalter Client Alert*, August 17, 2021
- The Supreme Court Agrees to Decide Whether Immaterial Registration Errors Can Serve as the Basis for Invalidating Copyright Registrations, *Buchalter Client Alert*, June 3, 2021
- Windfalls and Pitfalls of Pivoting Your Business Model in the New Business Environment, *Buchalter Client Alert*, September 4, 2020
- Ninth Circuit Decision Solidifies the Importance of Adhering to Registration Formalities, *Buchalter Client Alert*, June 19, 2020
- Buchalter Client Alert COVID-19: Despite the Shut Down and Absence of Final Implementing Regulations, California's Attorney General Still Intends to Enforce the California Consumer Privacy Act Starting July 1, 2020, *Buchalter Client Alert*, May 11, 2020
- Buchalter Client Alert Covid-19: Cybercrimes, *Buchalter Client Alert*, March 25, 2020
- Proposed Regulations and Recent Amendments Clarify Compliance with the California Consumer Privacy Act as Effective Date Looms, *Buchalter Client Alert*, November 12, 2019
- Federal Privacy Legislation Needed Before a Patchwork of State Privacy Laws Inundate Businesses, *California Globe*, June 4, 2019
- The California Privacy Act of 2018 Signed Into Law: Five Things You Need To Know, *Buchalter Client Alert*, July 3, 2018
- The Supreme Court Clarifies Standard For Attorney Fee Awards In Copyright Cases, *Buchalter Nemer Points & Authorities*, August 9, 2016
- 'Raging' Blow for Laches Defense, *Intellectual Property Magazine*, August 6, 2014
- The Innovative Design Protection Act: Bound for Success or Doomed to Fail?, *Buchalter Nemer Points & Authorities*, Fall 2012

Presentations

- Adjunct Professor, "IP Licensing Law," Southwestern Law School, October 19, 2022
- Speaker, "2017 Trademark Year in Review," Beverly Hills Bar Association, January 25, 2018
- Panelist, "Copyright Litigation Related to the Fashion Industry," Fashion Law Summer Intensive Program at Loyola Law School, July 26, 2014
- Co-speaker, "Protecting America's Intellectual Property," USC Davidson Conference Center, sponsored by the USC Marshall Alumni Association, September 29, 2012
- Speaker, "IP & Corporate Counsel Basics for Startups," Funding & Legal Strategies for Startups Seminar, August 1, 2012

Webinars

- "Webinar: How Simple Changes to Your Contracts Can Mitigate Risk Under the CCPA," March 12, 2020

Education

Mr. Seror earned his J.D. at the University of Southern California Gould School of Law in 2004. He received his B.A. in Political Science and Psychology at the University of Southern California in 2001.

Bar Admissions

- California

Court Admissions

- U.S. District Court for the Central District of California
- U.S. Court of Appeals for the Fifth Circuit
- U.S. Court of Appeals for the Ninth Circuit
- U.S. Court of Appeals for the Tenth Circuit