

Matthew L. Seror

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Matthew L. Seror is Senior Counsel in the Firm's Litigation Practice Group in Los Angeles. Mr. 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 has been recognized as a Southern California *Super Lawyer Rising Star* from 2009-2015, 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, and was named one of the *Up-and-Coming 100* in 2015. Mr. Seror is a member of The American Inns of Court.

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

Recent Publications and Presentations

- "'Raging' Blow for Laches Defense," *Intellectual Property Magazine*, August 6, 2014
- "Copyright Litigation Related to the Fashion Industry," Fashion Law Summer Intensive Program at Loyola Law School, July 26, 2014.
- "The Innovative Design Protection Act: Bound for Success or Doomed to Fail?" *Buchalter Nemer Points & Authorities*, Fall 2012
- "Protecting America's Intellectual Property," USC Marshall Alumni Association, September 29, 2012
- Co-Author, "Receiverships as a New Alternative to Traditional Workout Options," *Business Workout Manual*, 2d Edition, 2011-2012 Edition
- "So I Have a Judgment, Now What?" How Creditors Can Use Receivers to Collect on Judgments," *Points & Authorities*, Spring 2011

- "Commercial Real Estate Properties," Loyola IV Receivership Law and Practice Conference, Los Angeles, CA, January 22, 2011
- "Two Key Changes to California's Mechanics' Lien Law," *Client Alert*, January 2011
- "Lender Perils and Pitfalls: How to Use Receivers Effectively to Manage Foreclosed Upon Properties in the Current Market," *Business Law News/California Real Property Journal*, The State Bar of California, Issue 4, 2010
- "Lien On Me: How a Receiver Can Effectively Deal With Mechanics-Lien Claims Recorded Against the Property of a Receivership Estate," *Points & Authorities*, Summer 2010
- "A Bank's Options for Disposing of Distressed Real Property: Analysis of the Benefits and Risks of Note Sales, Deeds in Lieu, Foreclosure and Other Available Remedies," Buchalter Nemer Teleseminar, July 29, 2010

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.

Areas of Practice

Litigation

Intellectual Property Litigation

Trade Secrets Disputes

Real Estate Litigation

Receiverships

Mechanic's Lien Litigation

Bar Admissions

California

Court Admissions

U.S. District Court for the Central District of California

U.S. Court of Appeals for the Ninth Circuit

U.S. Court of Appeals for the Tenth Circuit



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