

## World Trademark Review Names Partners Matthew D. Asbell and Colleen Flynn Goss Among its 2024 WTR 1000



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Lippes Mathias is pleased to share that partners [Matthew D. Asbell](#) and [Colleen Flynn Goss](#), both members of the firm's intellectual property practice team, have been ranked by the World Trademark Review among its 2024 WTR 1000, which focuses exclusively on trademark practitioners and has firmly established itself as the definitive 'go-to' resource for those seeking world-class legal trademark expertise.

Asbell, who was ranked bronze in New York in the category of individuals: prosecution and strategy, was described in the following entry on his WTR 1000 2024 profile:

“Asbell’s background in entertainment, IT, social media and software makes him a routine port of call for those with technology-related issues. He thrives in cutting-edge arenas, such as the Web 3.0 space, expertise that saw him appointed to the American Bar Association’s IP section NFT taskforce. He counsels Arte Azulejo on its trademark portfolio; Ashlynn Park New York on the protection of her name in English and Chinese characters; Ailyak Labs on protection in the NFT space; and he is fighting a dispute for Wee Care Nanny Agency in the Southern District of New York.”

Goss was ranked silver in Ohio in the individuals category. Goss' practice was described in the entry that appears on her WTR 1000 profile below:

“Bolstering its ranks in Cleveland, Lippes Mathias LLP welcomed the addition of all attorneys and staff from local ensemble Fay Sharpe in January 2023. One notable name that joined in the merger is Colleen Flynn Goss. Wise to business issues and the commercial benefit of well-managed, easily enforceable IP assets, she brings across a lot of value for the firm's patrons. This is especially appreciated by the emerging companies she represents, whose brands consistently get off to the best start in life, while large multinationals are equally appreciative of her international experience.”

With extensive knowledge and background in information technology, entertainment, medicine, and a range of other fields, Matthew Asbell, a partner, is able to work comfortably and efficiently with clients in diverse industries. He assists clients in clearing, obtaining, enforcing, and defending trademark, design and utility patent, and copyright rights in the United States and throughout the world. Prior to becoming a lawyer, Asbell developed a broad base of knowledge and expertise in roles he held across various industries, managing emerging singer-songwriters and recording artists, training corporate employees in software applications, and at one point, studying medicine at the Medical College of Pennsylvania and Hahnemann University School of Medicine. Asbell received his J.D. from the Benjamin N. Cardozo School of Law in 2007, and in 1993, graduated from Carnegie Mellon University with his B.S. in Psychology and a minor in music.

Goss is a well-established attorney who counsels domestic and international clients on a variety of trademark and copyright matters. Her practice encompasses advising clients on the selection, clearance, and adoption of new trademarks, prosecution of applications, registration, maintenance, and enforcement of trademarks and domain names, as well as providing counsel on transactional matters and disputes related to trade secrets, false advertising, and trademarks. Overseeing and managing the worldwide trademark assets of a major healthcare provider and a multinational food and biotechnology corporation is the keystone of Colleen's practice. Her other varied clients include universities, consumer product and industrial manufacturing companies, and medical device manufacturers. She has also gained extensive international exposure through representation of trademark applicants based outside the United States. Goss is an actively involved member of the International Trademark Association (INTA) most recently as chair of the organization's Publication Committee and currently a member of the Professional Development Committee and has taught trademark law as an adjunct professor at Case Western Reserve University School of Law.

### ***About the World Trademark Review 1000***

*Now in its 14th year, the WTR 1000 shines a spotlight on the firms and individuals that are deemed outstanding in this critical area of practice. The WTR 1000 remains the only standalone publication to recommend individual practitioners and their firms exclusively in the trademark field and identifies the leading players in over 80 key jurisdictions globally. When identifying the leading firms, factors such as depth of expertise, market presence and the level of work on which they are typically engaged were all considered, alongside positive peer and client feedback.*

### ***About Lippes Mathias LLP***

*Lippes Mathias is a full-service law firm with nearly 200 attorneys serving clients regionally, nationally, and internationally. With offices in Buffalo, Clarence, Albany, Long Island, New York, Rochester and Saratoga Springs, N.Y.; Greater Toronto Area; Chicago, Ill.; Jacksonville, Fla.; Cleveland, Ohio; San Antonio, Texas; Oklahoma City,*

*Okla. and Washington, D.C., the firm represents publicly and privately-owned companies, private equity and venture capital firms, independent sponsors, real estate developers, financial institutions, municipalities, governmental entities, and individuals.*

## Related Team



**Matthew D. Asbell**  
Partner



**Colleen Flynn Goss**  
Partner