

MARI-ELISE PAUL

Chair, Intellectual Property Practice Group; Member

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HONORS & AWARDS

- WTR 1000: World's Leading Trademark Professionals, 2025
- The Best Lawyers in America®, 2026-2027, Copyright Law
- Best Lawyers: Ones to Watch in America®, 2022-2025, Intellectual Property Law
- Kentucky Super Lawyers®, 2024-2025, Intellectual Property
- *Virginia Lawyers Weekly,* "Virginia's Go To Lawyers for Intellectual Property Law," 2022
- *World Intellectual Property Review,* Diversity Trailblazer, 2021
- Virginia Super Lawyers® "Rising Stars," 2017-2018

PRIMARY PRACTICE

Copyright

DMCA Agent Services

Infringement Litigation

Mari-Elise Paul is a Member of McBrayer PLLC and Chair of the firm's Intellectual Property Practice Group. With nearly a decade and a half of experience, she assists clients with every aspect of intellectual property, from clearance and prosecution to enforcement and litigation. Mari-Elise's practice has provided her with unique opportunities to develop an understanding and appreciation for the business considerations involved and intertwined with intellectual property protection and enforcement, and she delivers effective strategies for identifying, protecting, and policing her clients' assets. Mari-Elise's practice heavily focuses on contract and license negotiation and enforcement and management of supply chain and energy transactions.

A major part of Mari-Elise's practice involves developing and managing global trademark portfolios. This includes conducting, reviewing, and analyzing global clearance searches, counseling clients regarding the results, and ultimately developing and implementing worldwide filing and prosecution strategies, all while assessing risk of use of trademarks. She understands, however, that reasonable solutions cannot always be found without conflict. When that occurs, she assists in enforcement efforts, including before the Trademark Trial and Appeal Board and in federal court. She drafts, reviews, and negotiates licenses, software agreements, and other forms of agreements involving intellectual property assets. She also advises on data

Intellectual Property

Intellectual Property and Corporate Transactions

Trademarks

ADDITIONAL PRACTICE EXPERIENCE

Advertising and Entertainment Law

Data Privacy, Security and Technology

Internet & Media Law

Right of Publicity

Telecommunications

ADMISSIONS

Kentucky, 2020
Virginia, 2010
U.S. District Court Eastern District of Virginia
U.S. District Court Southern District of Indiana
U.S. Court of Appeals 9th Circuit

EDUCATION

University of Louisville Louis D. Brandeis School of Law
Louisville, Kentucky, J.D., 2010

- Honors: Cum Laude

University of Maryland, College Park, Maryland, B.A., 2007

- Major: B.A. in Dance; B.A. in English
- Honors: Summa Cum Laude, Dorothy Madden Dance Scholarship, CAPA Scholarship

privacy regulation compliance.

Mari-Elise serves industries as varied as energy, fashion, automotive, and consumer goods, all of whom need effective counsel to manage and protect their intellectual property and assets.

She lives in Louisville with her husband Bruce, daughter, two step-twins, and their puppy Moxie. In her spare time, Mari-Elise enjoys practicing yoga, cooking, gardening, reading, and traveling.

For more insight into the world of intellectual property and its day-to-day application, subscribe to our podcast, Protected Thoughts, from the minds of Mari-Elise and the McBrayer IP team:

MORE THAN MCBRAYER

Mari-Elise serves on the Board of Norton Children's Foundation, an opportunity for which she is extremely grateful. Her daughter is a heart transplant recipient who faced an extremely challenging first year of life, so serving on this Board provides her with the opportunity to give back to Norton Children's Hospital in some small way. She is also a member of the Wade Mountz Heritage Society with Norton Children's Hospital. It is her mission as a Board member to ensure that any family experiencing an intensive care unit stay has the resources and

support they need during their stay.

CAPABILITIES, SUCCESSES, AND ASSIGNMENTS

- Develops strategies for protection and enforcement of intellectual property for companies.
- Conducts clearance searches for potential trademarks and advises on use and registrability of marks.
- Negotiates commercial transactions for technology and energy companies.
- Leads a team of attorneys working with a large energy company on the management, review and negotiation of supply chain agreements, working to make the review process operate more effectively and efficiently.
- Assisted with obtaining a defense judgment, first in a partial summary judgment ruling and second after a bench trial of copyright infringement claim, to help a major web printing provider prevail on its immunity defense under the Digital Millennium Copyright Act.
- Assisted with obtaining dismissal of a plaintiff's trademark claims against an online platform by showing that a plaintiff fails to state a claim upon which relief is available where third party uploaders to the platform are the ones "using" the trademark as contemplated under the Lanham Act.
- Obtained a reversal of a refusal to register a wine producer's marks before the Trademark Trial and Appeal Board on the basis that the marks are not confusingly similar to other marks that had formed the basis of the refusal.
- Currently defending a female entrepreneur's trademark rights in what can aptly be characterized as a David vs. Goliath legal battle. This business owner created a product which made brandy from fire-smoked grapes and concocted the ideal trademark for that product. She won her first battle, an appeal to the United States Patent and Trademark Office's Trademark Trial and Appeal Board on a refusal to register the mark. Now, she faces a challenge from the Napa Valley Vintner's Association.
- Prosecution of trademark and copyright applications
- Litigation of trademark, copyright, patent, and trade secret matters
- Enforcement of trademark rights
- Domain name dispute proceedings
- Intellectual property licensing

Kentucky Leader

- Serves on the Board of Norton Children's Hospital Foundation
- Member of the Wade Mountz Heritage Society with Norton Children's Hospital
- Chair of Louisville's Go Red for Women, 2020

Professional Activities

- Louisville Bar Association Member
- American Bar Association Member
- American Intellectual Property Law Association (AIPLA), Trademark Treaties and International Law Committee
- International Trademark Association, Leadership Development Committee
- International Association of Privacy Professionals (IAPP)

News

Members Stephen Amato, Neal Morris, and Mari-Elise Paul present at inaugural UK/CLE Bourbon Law
October 1, 2026

IN THE MEDIA: McBrayer ranked 4th largest Intellectual Property firm in Louisville
August 28, 2026

IN THE MEDIA - Fifty McBrayer Attorneys Recognized by *Best Lawyers® for 2027*
August 20, 2026

McBrayer's Intellectual Property team sponsors the 50th Anniversary Meeting of the Copyright Society, welcoming more than 350 peers to Louisville
June 26, 2026

McBrayer Intellectual Property teams attends INTA in London
May 6, 2026

IN THE MEDIA - McBrayer Attorneys Share Insights for Long-Term Growth in the Spirits Industry
March 1, 2026

Celebrating Excellence: 40 McBrayer Attorneys Recognized by Super Lawyers
December 16, 2025

IN THE MEDIA - Member Mari-Elise Paul Named to 20 People to Know in Law
November 13, 2025

McBrayer PLLC Achieves Record-Breaking Recognition in *Best Lawyers in America® 2026*
August 21, 2025

Member Mari-Elise Paul Recognized in 2025's Edition of WTR 1000
February 10, 2025

Leading the Way in Legal Excellence: 38 McBrayer Attorneys Honored in 2025 Super Lawyers and Rising Stars Lists
December 17, 2024

IN THE MEDIA - IP Attorneys Bruce Paul and Mari-Elise Paul Publish Article for December LBA Bar Briefs and Present CLE
December 3, 2024

McBrayer Names New Practice Head in Intellectual Property
October 15, 2024

New Record Set: 51 McBrayer Attorneys Honored in Best Lawyers 2025
August 15, 2024

McBrayer's Intellectual Property Attorneys Create Podcast, *Protected Thoughts*!
May 15, 2024

On World Intellectual Property Day, McBrayer Announces the Expansion of Its Intellectual Property Practice and More
April 26, 2024

Seminars & Speaking Engagements

McBrayer Sponsors KY Inno's Startups to Watch 2026
March 5, 2026

Members Bruce Paul and Mari-Elise Paul Present CLE for the Louisville Bar Association
December 4, 2024

Articles

Generative Artificial Intelligence and Deepfakes Prompt a Need for Expanded Right of Publicity Protection in Kentucky
Louisville Bar Association BarBriefs, December 1, 2024