Monica B. Mason

Senior Counsel

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Overview

Monica B. Mason joined the firm in 2015 as Senior Counsel and practices law in the Business Transactions Practice Group. Monica's practice focuses primarily on intellectual property law including trademarks, copyrights and domain names. Monica has vast experience with all aspects of trademark law, including trademark clearance and prosecution, cease and desist matters, and licensing. Monica also represents clients in connection with sales and acquisition of trademarks, unfair competition, brand strategy, trademark watching and policing, and managing large trademark portfolios. She also assists clients in connection with copyright and domain name matters.

Monica was recognized as the Tampa Trademark Law *Lawyer of the Year* in 2014 by *The Best Lawyers in America*.

Prior to joining Trenam, Monica was a shareholder in a Tampa, Florida, based law firm where she represented clients in connection with trademark matters for the past eighteen years.

Representative Matters

- Conducts trademark clearance searches
- Advises on effective strategies of trademark protection
- Trademark prosecution, both domestic and international
- Drafts and negotiates trademark and copyright licensing agreements
- Represents clients in connection with trademark disputes before the Trademark Trial and Appeal Board, including opposition and cancellation proceedings
- Assists clients with domain name and Internet matters, including domain name registration, take down notices, domain name disputes and cybersquatting
- Copyright Law
- Uniform Dispute Resolutions Policy (UDRP)

Honors and Distinctions

- *Tampa Magazine's Top Lawyers List*, 2021-2026
- AV Preeminent Peer Review Rated by Martindale-Hubbell
- *The Best Lawyers in America,*Copyright Law; Trademark Law, 2008-2027
  - "Lawyer of the Year", Trademark Law, 2014, 2019, 2021

Professional Involvement

- American Bar Association
  - Intellectual Property Law Section
  - Trademarks Subcommittee
  - Federal Trademark Legislation Subcommittee
  - Litigation Section
  - Young Lawyers Division (YLD)
- Duke University Alumni Association
- Madrid Protocol Implementation Subcommittee
- Hillsborough Association for Women Lawyers

Alternate Contact

Jennifer Straw
Legal Assistant
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Practice Areas

- Business Transactions
- Trademarks
- Copyright
- Technology Company Transactions
- Financial Services
- Nonprofit Organizations
- Entrepreneurship
- Intellectual Property
- Private Equity and Venture Capital
- Corporate Mergers and Acquisitions

Education

J.D., University of Florida Levin College of Law, 1996
University of Madrid, Summer, 1990
B.A., Duke University, 1990

Admissions

Florida
U.S. District Court for the Middle District of Florida
U.S. District Court for the Northern District of Florida
U.S. District Court for the Southern District of Florida

- Hillsborough County Bar Association
- Tampa Bay Organization of Women in International Trade
  - Founding Officer and Treasurer
  - Former Board of Directors
- The Florida Bar
  - Litigation Section
  - Trial Lawyers Section
  - International Law Section

Community Involvement

- Museum of Fine Arts, Stuart Society, 2013-present
- Bayfront Health Care Foundation, 2000-2013

Thought Leadership

- "Ornamental Use on Clothing: How to Submit a Specimen that Functions as a Trademark," *Trenam Law's Intellectual Property Group News*, February 10, 2026
- "The Importance of Trademark Searching," *Smart Hustle Magazine*, August 2017