



## J. Michael Hurst

OF COUNSEL

### Keating Muething & Klekamp PLL

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Suite 1400  
Cincinnati, OH 45202  
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### PRACTICE AREAS

Intellectual Property  
Intellectual Property  
Litigation  
Evolving Media & Technology  
Team

### BAR & COURT ADMISSIONS

Ohio  
California  
U.S. District Court, Southern  
District of Ohio  
U.S. District Court, Central  
District of California

### EDUCATION

J.D., University of Cincinnati  
College of Law, 1998; Order  
of the Barristers  
B.S., Duke University, 1995

Mr. Hurst's practice is concentrated in the area of intellectual property law. He has extensive experience in trademark prosecution, protection and portfolio management, copyright matters, domain names, brand management counseling, social media and Web 2.0 issues, as well as intellectual property licensing, both in the U.S. and internationally. Prior to joining Keating Muething & Klekamp, Mr. Hurst served as Corporate Counsel-IP at Caterpillar Inc. in Peoria, Illinois. He serves as co-leader of the firm's multi-disciplinary Evolving Media & Technology Team and is a regular contributor to the firm's Cutting Edge of IP blog.

### NEWS

- KMK Attorney J. Michael Hurst Elected to Artworks Board of Trustees

### SPEAKING ENGAGEMENTS

- Social Media and the Law: Facebook, Linked In and Others, Cincinnati Bar Association, February 16, 2011
- Where Is This Wave Taking Us? An Update on Social Media, The American Institute of Architects, Cincinnati Chapter, August 12, 2010
- Where Is This Wave Taking Us? An Update on Social Media, July 20, 2010
- Creating Your Online Presence - Strategy and Rules, C-CAP Entrepreneur Boot Camp, June 7, 2010
- Where Is This Wave Taking Us?, GE Aviation Learning Centre, GE Aviation Employees and General Invitees, May 7, 2010
- KMK Legal Update Seminar, December 9, 2009
- Starting From Scratch: Protecting New Trade Dress on a Global Stage, INTA Leadership Meeting, Orlando, FL, November 8, 2007
- Internet Governance, Standard Setting and Self-Regulation (Panel Discussion), Salmon P. Chase College of Law Cyber Law Symposium, February 3, 2001

### PUBLICATIONS

- Legal Alert: Sunrise Period for .CO Top Level Domain Closes June 10, 2010, June 1, 2010

## J. Michael Hurst (Continued)

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- Client Alert: KMK Forms Evolving Media & Technology Team to Help Clients Navigate Social Media's Legal and Business Challenges, May 4, 2010
- Legal Alert: Will Your Trademark Become a Username on Facebook This Weekend?, June 12, 2009

### **MENTIONED & QUOTED**

- KMK Forms Social Media Team, *Business Courier of Cincinnati*, May 4, 2010

### **PROFESSIONAL AND COMMUNITY INVOLVEMENT**

- Cincinnati Bar Association
- International Trademark Association, Member, U.S. Legislation Subcommittee (2010-current), Chair, Courts & Tribunals Subcommittee (2008-09); Member, Courts & Tribunals Subcommittee (2006-07); Lefkowitz Moot Court Subcommittee (brief-grader, 2005-current)
- Cincinnati Academy of Leadership for Lawyers, Class XIII
- Mt. Lookout Community Council, Board Member
- ArtWorks, Board of Trustees; Nominating Committee, Chair
- Cincy IP, Programming Committee