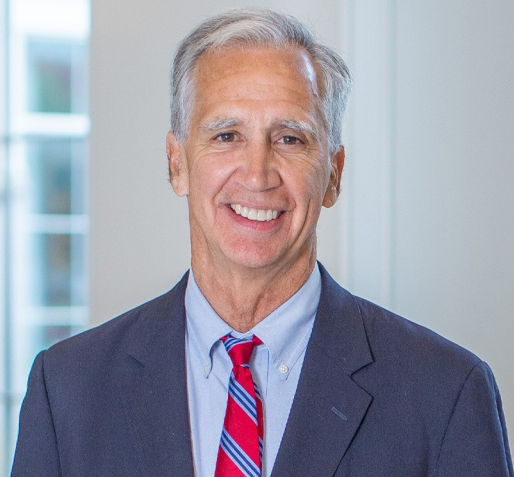




## Michael A. Marrero

Partner

[mmarrero@ubglaw.com](mailto:mmarrero@ubglaw.com)

Cincinnati - 513.698.5078

For more than 30 years, Mike has represented clients in trademark matters, including trademark clearance, prosecution, office actions before the U.S. Patent & Trademark Office, opposition and cancellation actions, and litigation. He also advises clients regarding copyrights and licensing, business planning, cybersecurity and data privacy, advertising and promotional law, and administrative law. He has extensive experience representing closely held corporations in business matters, acquisitions, and divestitures.

Before joining the firm, Mike was in-house counsel with Bristol-Myers Squibb for more than 10 years in intellectual property, acquisitions, divestitures, administrative law, and truth-in-advertising matters. He has been selected by his peers consistently for inclusion in *The Best Lawyers in America*® in Corporate Law from 2015-2026. He has also been ranked as one of Ohio's "Leaders in Their Field" in Intellectual Property by Chambers USA: America's Leading Lawyers for Business each year since 2018, and has achieved the highest rating, AV Preeminent®, Martindale-Hubbell Peer Review Ratings.

Mike studied at the University of Paris, Sorbonne and is fluent in French.

### Education

- University of Paris, Sorbonne (1973)
  - Diplome annuel de la cour de langue et civilisation
- Xavier University (A.B., 1974)
- University of Michigan Law School (J.D., 1977)

### Bar Admissions

- Ohio
- U.S. Court of Appeals, Sixth Circuit
- U.S. District Court, Southern District of Ohio
- U.S. District Court, Central District of Illinois
- U.S. District Court, Western District of Michigan

### Practices & Industries

- Intellectual Property & Technology
- Trademark Prosecution, Licensing, & Enforcement
- Data Privacy & Cybersecurity
- Technology & Intellectual Property Transactions
- Intellectual Property Litigation
- Business Law
- Retail, Restaurant & Hospitality
- Health Care & Regulated Industries
- Manufacturing
- Anti-Counterfeiting and Grey Market Goods
- Brand Development, Management & Enforcement
- Copyright Management, Licensing, and Enforcement
- Cannabis Industry

## Professional Affiliations

- American Bar Association
- Ohio State Bar Association
- Ohio State Bar Foundation (*Fellow, Class of 2004*)
- Cincinnati Bar Association (*Board of Trustees, 1991-1995*)
- Legal Aid Society of Cincinnati (*Past President, Member, Board of Trustees, 1990-present*)
- Community Law Center (*President, Board of Trustees, 1990-2024*)
- Intellectual Property Owners Association (IPO)

## Awards & Honors

- Ranked as one of Ohio's "Leaders in Their Field" in Intellectual Property by Chambers USA: America's Leading Lawyers for Business (2018-2026)
- Inducted into Pro Bono Partnership of Ohio (PBPO) Hall of Fame (2026)
- Named to Top Lawyers, Intellectual Property and Patent Law by *Cincinnati Magazine* (2026)
- Named to *The Best Lawyers in America*®, Corporate Law; Trademark Law (2015-2026)
- Named to the Ohio Super Lawyers list (2007; 2008; 2018-2026)
- Named a Cincy Leading Lawyer in Copyright & Trademark in a survey of lawyers by Cincy Magazine (2007-2024)
- Recognized in the World Trademark Review's *WTR 1000 – The World's Leading Trademark Professionals* (2016-2026)
- AV Preeminent®, Martindale-Hubbell Peer Review Ratings

## Representative Experience

- Extensive experience regarding trademarks, copyrights, licensing matters, intellectual property, software agreements, advertising and labeling (consumer products such as dietary supplements), and administrative matters (e.g., CPSC, FTC, FDA).
- Extensive experience representing closely held corporations in business matters, venture capital funding, acquisitions, and divestitures.
- Successfully appealed a trade dress protection case for a market newcomer accused of copying a large competitor's unpatented grease pump. The Sixth Circuit reversed the decision and saved the client \$2 million in damages.
- From 1981 to 1993, served as in-house counsel with Bristol-Myers Squibb (The Drackett Co.) and Johnson's Wax (The Drackett Co.) in intellectual property matters (trademarks, licensing), acquisitions, divestitures, administrative law, and truth in advertising.

## News & Media

June 4, 2026

**UB Greensfelder Earns Top Rankings in Chambers USA 2026 Edition**

February 2, 2026

**WTR Recognizes UBG and Partners for Top Trademark Work in the 2026 Edition of WTR 1000**

January 12, 2026

**Cincinnati Magazine Names 12 UB Greensfelder Partners to Its 2026 Top Lawyers List**

August 21, 2025

**UB Greensfelder Attorneys Recognized in The Best Lawyers in America® 2026 List**

June 5, 2025

**UB Greensfelder Expands Chambers USA Rankings with 13 Practices and 24 Attorneys Recognized in the 2025 Edition**

February 4, 2025

**UB Greensfelder Ranks Among Top Trademark Firms in WTR 1000 2025 Edition**

December 17, 2024

**Ohio Super Lawyers Recognizes 57 UB Greensfelder Attorneys in 2025**

August 15, 2024

**UB Greensfelder Attorneys Recognized in The Best Lawyers in America® 2025 List**

June 6, 2024

**Nine UB Greensfelder Practices and 22 Attorneys Recognized by Chambers USA 2024**

March 5, 2024

**Three UB Greensfelder Attorneys Recognized in WTR 1000 Rankings**

December 29, 2023

**Ohio Super Lawyers Recognizes 50 Ulmer Attorneys in 2024 Lists**

August 17, 2023

**Ulmer Attorneys Recognized in The Best Lawyers in America® 2024 Report**

June 7, 2023

**Chambers USA 2023 Report Gives Ulmer Top Marks**

February 28, 2023

**Four Ulmer Partners Recognized in 2023 WTR 1000 Rankings**

January 6, 2023

**Ohio Super Lawyers Recognizes 69 Ulmer Attorneys in 2023 Lists**

August 18, 2022

**Ulmer Attorneys Recognized in The Best Lawyers in America® 2023 Report**

June 2, 2022

**Ulmer Earns Top Marks in Chambers USA 2022 Report**

January 4, 2022

**Ohio Super Lawyers Recognizes Ulmer Attorneys in 2022 Lists**

May 20, 2021

**Ulmer & Berne Honored in Chambers USA 2021 Edition**

## Publications & Presentations

### PRESENTATIONS

- “Data & Privacy in the Financial Services Industry: How Can You Stay Current?” Ulmer, Hot Topics in Financial Services & Securities Litigation Webinar (December 2019)
- “E-Commerce: Brand Enhancement and Enforcement Issues,” Nationwide CLE Series (November 2015)
- “Data Privacy & Security for Startups,” Queen City Angels (June 2015)
- “Practical Cybersecurity: Translating Legal Requirements into Business Decisions,” Association of Corporate Counsel, Northeast Ohio (February 2015)

## Community Involvement

- Cincinnati Opera (*Board of Trustees, 2017-present*)
- Cincinnati Athletic Club (*Past President, Board of Trustees*)
- Greater Cincinnati Venture Association (*Past President, formerly Board of Trustees*)
- American Heart Association, Cincinnati Division (*Advisory Board, Chair, 1991-1994; Board Member, 1988-2010*)
- St. Xavier High School (*Board of Trustees, 1995-2001*)
- The Seven Hills School (*Board of Trustees, 1992-2000; Secretary of Board of Trustees, 1995-1999*)
- Comprehensive Community Child Care (4C) (*Board of Trustees, 1988-1996; Chairman of Board of Trustees, 1994-1995*)
- Xavier University (*General Chairman, Annual Fund, Alumni Division, 1990-1991; Annual Fund, Class Chair, Class of 1974*)