



Preston C. Mason

Associate
Dallas

Preston.Mason@haynesboone.com

[+1 214.651.5352](tel:+12146515352)

PRACTICES Intellectual Property, Trademark and Advertising, Trademark Prosecution, Trademark Cancellations and Oppositions, Domain Name Disputes

Preston Mason is an associate in the Intellectual Property Practice Group in Haynes Boone's Dallas office. His practice focuses on a variety of trademark matters.

Clients benefit from Preston's trademark prosecution and enforcement experience. Whether handling domestic filings or crafting global strategies, Preston provides clients with comprehensive solutions to safeguard their trademark portfolios.

Before joining the firm, Preston earned his law degree with honors from The University of Texas School of Law. He served as Staff Editor of the *Texas Intellectual Property Law Journal* and earned the Dean's Achievement Award for outstanding work in Trademarks.

QUALIFICATIONS

EDUCATION

- J.D., The University of Texas School of Law, 2024, with honors
- B.S., Mechanical Engineering, Texas A&M University, 2018, magna cum laude

CLERKSHIPS

- Judicial Intern to the Honorable Judge Xavier Rodriguez, U.S. District Court for the Western District of Texas, Summer 2022

ADMISSIONS

- Texas
 - U.S. Patent and Trademark Office
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PUBLICATIONS AND SPEAKING ENGAGEMENTS

- “[Supreme Court to Hear Lanham Act Case With Broad Implications on Corporate Structure, Liability](#),” co-author, *Law.com*, December 9, 2024.
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PROFESSIONAL AFFILIATIONS AND ENGAGEMENTS

- International Trademark Association, Member
- Dallas Bar Association, Member