HUSCH BLACKWELL

# Max Ellenbecker

**PARTNER**

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**OVERVIEW**

## Max is driven by a desire to help clients safeguard their valuable innovations, brands and other assets to spur growth and ensure a solid foundation for success.

In advising clients on intellectual property matters, Max draws on his background in architectural engineering to understand the complexities of new products, technologies and systems. He counsels clients on patents, trademarks, copyrights and trade secrets. He also regularly drafts and negotiates technology-related agreements, including software development and technology licensing contracts. He counsels clients of all sizes – from startups to established companies – across the manufacturing, technology, agribusiness, healthcare and cannabis industries, among others.

As a registered patent attorney, Max has extensive experience analyzing new inventions, preparing and prosecuting patent applications, conducting patentability and freedom to operate searches and analyzing patent infringement and validity issues.

Prior to joining Husch Blackwell, Max served as a judicial extern for The Hon. Michael Malone, Douglas County District Court.

## Industry

Technology

## Services

Cannabis
Copyrights
Emerging Companies & Venture Capital
Generic Drug / ANDA Litigation
Intellectual Property
Licensing & Tech Transfer
Patent Preparation & Prosecution
Software Development & Licensing
Trademarks

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## Case Study

# Through G.I.F.T. Partnership, Husch Blackwell Provides Pro Bono Legal Support to Black-Owned Businesses, like Ruby Jean's Juicery, LLC

Our firm assisted with a number of matters, including lease and contract review, corporate restructuring, intellectual property protection and advice on future growth through franchising.

## Experience

- Drafted and negotiated complex technology development agreements and software license agreements on behalf of developers and customers.
- Represented several companies in protection of their trademark rights against infringing domain names through Uniform Domain-Name Dispute-Resolution Policy (UDRP) proceedings.
- As part of larger team, advised international consumer product and packaging company in development and protection of comprehensive intellectual portfolio through prosecution of patent and trademark applications and preparation of freedom-to-operate analyses and design-around efforts for new products.
- Represented U.S.-based manufacturer of industrial material handling equipment in their trademarking of technology in Mexico, China, Japan, Australia, South Korea, Australia, Switzerland and Turkey.
- Prepared multiple trademark applications for 15-year-old software startup now operating internationally with 400+ employees with products sold in 200+ countries.
- Assisted sports training company in drafting patent applications to protect company's innovative training products.

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## Experience

- Guided technology client through patent process for artificial intelligence (AI)-powered analysis platform for dairy, wine, liquor, beer and other food, beverage and agribusiness partners.
- Guided agribusiness juice innovator through development of new product and prosecution of patent application.
- Reviewed copyright issues and publishing agreement for author collaborating with bi-coastal publisher targeting pop culture audiences.
- Guided firearm and ammunition accessories client through patent process for product designed to advantage police officers and military personnel.
- Advised startup inventor in development of new business and protection of new product line through multiple design patent applications.
- Managed customer contract review and negotiation for U.S.-based software services provider to ensure protection and licensing of its intellectual property.
- Assisted North American railway in drafting and negotiating multimillion-dollar complex software development agreement to redesign critical software communications system.

## Recognition

- Missouri Bar Pro Bono Wall of Fame, 2016, 2019-2020

## Education

- J.D., University of Kansas School of Law
    - *Order of the Coif*
- B.S., University of Kansas

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## Admissions

- Missouri
- U.S. Patent and Trademark Office

## Community Leadership

It's rewarding for him to help young businesses with intellectual property and patents that encourage their growth.

2025 Pro Bono Achiever

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