



Michael A. Sneyd
MEMBER

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Michael “Max” Sneyd focuses his practice on assisting clients with business issues, intellectual property protection, contract formation and negotiation, and entrepreneurial growth. With 25 years of experience, he leads the firm’s Intellectual Property practice group.

Practice Areas

- Automotive
- Automotive Warranty and Supply Chain
- Business and Corporate Law
- Data Privacy and Cybersecurity Law
- Intellectual Property and Litigation
- Litigation and Dispute Resolution
- US-Asia Business

Bio

Max has a broad range of expertise assisting clients navigate business issues from a legal perspective. He has considerable experience in drafting and negotiating commercial contracts, terms and conditions of sale and master agreements for the sale of goods or provision of services. Max is also able to assist clients with business formations, employment, lending relationships, restructurings, real estate, resolving troubled business situations and buying and selling businesses. Max particularly enjoys helping entrepreneurs and small businesses grow mere ideas into viable, thriving businesses.

Max leads the firm’s Intellectual Property Practice Group which focuses on the protection, licensing and enforcement of clients’ intangible rights. He has extensive experience prosecuting trademark applications with the United States Patent and Trademark Office, as well as litigating trademark disputes before the Trademark Trial and Appeal Board. He also regularly assists clients in negotiating technology licenses and other intellectual property agreements.

Max is also experienced in commercial litigation, appearing regularly before state, federal and appellate courts on

matters related to all aspects of civil business litigation, including supplier disputes, intellectual property infringement actions and business torts. He also utilizes alternative dispute resolution to efficiently achieve positive results outside the courtroom.

Max's clients have included public and private companies in the technology, manufacturing, professional services, entertainment, food, distribution, transportation and retail industries. He serves as corporate counsel for a number of businesses, handling their various legal needs.

A respected attorney and author, Max has presented seminars and publishes regularly on business and intellectual property matters. He also holds regular office hours at TechTown Detroit for its "Ask an Expert" Program.

[Download](#) Max's brochure *Starting Your Start Up Right: Before you can put your idea into practice, you need to protect yourself and your intellectual property ...*

Affiliations

- American Bar Association
 - State Bar of Michigan
 - Intellectual Property Section
 - Litigation Section
 - TechTown Detroit
 - Professional Service Network
 - Ask an Expert Program, Resident Legal Expert
 - Fox Hills Community Association, President
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Bar and Court Admissions

- Michigan
 - United States District Court for the Eastern District of Michigan
 - United States District Court for the Western District of Michigan
 - United States Court of Appeals for the Sixth Circuit
 - Michigan Court of Appeals
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Clerkship

- Hon. Martin M. Doctoroff, Chief Judge Michigan Court of Appeals
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Education

- Wayne State University Law School, J.D.
- Miami University, B.A.

Representative Matters

- Representing a national recording artist in a trademark dispute regarding junior user's adoption of an infringing stage name
- Enforcing the registered service mark of a well-known transportation company against multiple infringers
- Representing a Tier I auto supplier in a contract dispute regarding tooling and re-sourcing
- General Counsel to startup manufacturer of electric vehicles