



McPherson Moore

SHAREHOLDER IN CLAYTON, MO

Shareholder McPherson Moore ("Mac") joined Sandberg Phoenix in 2018. Prior to working with his previous firm which he joined in 1995, Mac worked as a Design Engineer for Newport News Shipbuilding & Dry Dock Company (a division of Tenneco) in Newport News, Virginia. His work in Newport News concerned the conversion of submarine missile launching systems from Polaris Missile to Poseidon Missile accommodation. He also worked as a Project Engineer in testing and problem solving concerning processes, systems and machinery for International Paper Company in Pine Bluff, Arkansas. Mac chaired the Intellectual Property Department at a large St. Louis general practice law firm, and prior to that was a partner with the St. Louis intellectual property law firm Rogers, Howell, Moore & Haferkamp.

Mac focuses his practice on litigating patent, trademark, trade dress, unfair competition, franchise, trade secret and copyright cases from the plaintiff's and defendant's standpoint. He has represented clients in litigation resulting in awards of \$1,000,000 or more. This includes a \$15,000,000 verdict for patent infringement, one of the largest patent infringement verdicts in Missouri, as well as a settlement in the Robert Morley vs. Square trade secret/patent lawsuit of \$50,000,000, both in the Eastern District of Missouri.

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Manufacturing & Distribution

Mortgage Providers & Services

Transportation

Wholesale & Retail Services

He also concentrates his practice on the preparation and prosecution of applications for patents, trademarks and copyrights in the U.S. and foreign countries. Mac prepared and prosecuted in the Patent Office U.S. Patent No. 5,025,372 awarded to Meridian Enterprise Corp. entitled "System and Method for Administration of Incentive Award Program". This was one of the earliest business method patents utilizing a computer program. The Meridian Patent was tested in litigation, including an award in Meridian's favor of \$21 million dollars in U.S. District Court. Mac also drafts intellectual property agreements including licenses, assignments, nondisclosure agreements, consulting and independent contractor agreements, agreements on employee obligations and covenants not to compete.

Mac and his wife Deborah have four children. He has served as a coach for their sports teams over the years. Mac and Deborah are active with the Church of St. Michaels & St. George where Deborah has served as Director of Lay Ministry and Mac has served a member and Co-Chair of St. Michael's Houses whose mission is to provide housing and assistance to low income persons and those with mental health challenges. Mac, Deborah, and their children have worked together in the buddy system with children in inner city schools.

Mac was the Principal Drafter of the Missouri Uniform Trade Secret Act for which he testified before Senate and House Committees.

PROFESSIONAL AFFILIATIONS

American Intellectual Property Law Association, the St. Louis Bar Foundation
(Secretary, Vice President, President)

Arkansas Bar Association (Member, Litigation Section, Patent, Trademark and Copyright Section)

Bar Association of Metropolitan St. Louis (President, Vice-President, Secretary, Member-At- Large; Chairman: Young Lawyers Section, Trial Section and Trial Practice Institute)

Missouri Bar Association (Chairman, Patent, Trademark and Copyright Committee, Co-Chair)

EDUCATION

J.D., University of Arkansas, Phi Alpha Delta

B.S. in Mechanical Engineering, University of Mississippi.

LICENSURE(S) AND ADMISSION(S)

Missouri

United States Patent and Trademark Office

CIVIC ACTIVITIES

Church Ministry for Homeless and Affordable Housing, Co-Chair

Coach for Children's Sports Teams

Washington University Intellectual Property and Technology Advisory Board,
Member

Zoning and Planning Commission for City of Ladue, Chair

PUBLICATIONS

Co-Author "The Application of the Restatement of Torts in Cases Governed by the Missouri Uniform Trade Secrets Act," *Journal of the Missouri Bar* (October 2021)

Author, "Shhhh ... do you have a company secret? They are worth protecting," *St. Louis Business Journal* (March 2021)

Author, "The Consumer and the F.T.C.A.," *The St. Louis Bar Journal*

Co-Author, "General Merchandising Practices Laws," *Missouri Bar Consumer Law and Practice*

Author, "Franchise Law Issues Involving Trademark Tie-Ins," *St. Louis Daily Record and The St. Louis Countian*

Author, "Trademark, Patent, Trade Secret and Copyright Protection in Franchising," Bar Association of Metropolitan St. Louis and Kansas City Bar Association, National Franchise Law Institute

Author, "Missouri Uniform Trade Secrets Act," *The Missouri Business Law Quarterly*

Author, "Intellectual Property Aspects of Business Organizations, Trade Secrets," Missouri Bar Business Organizations

Author, "Trademark, Patent, Trade Secret and Copyright Issues In Franchising," National Business Institute

RECOGNITION

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2023

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Missouri

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