

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 in the Eastern District of Missouri, one of the largest patent infringement verdicts in Missouri.

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 has been listed in “The Best Lawyers in America” for the last 20 years, listed in the categories of Litigation-Intellectual Property, Litigation-Patent and Patent Law. He has been list in “Super Lawyers” since its inception. Mac has been listed in “Who’s Who In America,” “Who’s Who In The World” and “Who’s Who Legal USA-Trademarks” and was the Principal Drafter of the Missouri Uniform Trade Secret Act for which he testified before Senate and House Committees.

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.

Background

Mac earned his Juris Doctor from the University of Arkansas and was a Phi Alpha Delta. Prior to law school, he earned his Bachelor of Science in Mechanical Engineering from the University of Mississippi.

He is a member of the Bar Association of Metropolitan St. Louis (Chairman, Young Lawyers Section, Trial Practice Institute, Member-at-Large, Secretary, Vice President, President and Chairman, Trial Section), the Arkansas Bar Association (Member, Litigation Section, Patent, Trademark and Copyright Section), the American Intellectual Property Law Association, the St. Louis Bar Foundation (Secretary, Vice President, President) and the Missouri Bar Association (Chairman, Patent, Trademark and Copyright Committee, Co-Chair).

Mac is Vice-Chair of the Zoning and Planning Commission for City of Ladue, a member of the Washington University Intellectual Property and Technology Advisory Board and on the Board of Directors for Legal Services of Eastern Missouri.

He is licensed to practice law in the State of Missouri and before the U.S. Patent and Trademark Office.

Successes

Publications

“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

Co-Author, “Franchise Law Issues Involving Trademark Tie-Ins,” St. Louis Daily Record and The St. Louis Countian

Co-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

Co-Author, “Missouri Uniform Trade Secrets Act,” The Missouri Business Law Quarterly

Co-Author, “Intellectual Property Aspects of Business Organizations, Trade Secrets,” Missouri Bar Business Organizations

Co-Author, “Trademark, Patent, Trade Secret and Copyright Issues In Franchising,” National Business Institute