



Catherine Rifai

Senior Associate Trademark & Advertising

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Catherine “Cat” Rifai is a trademark senior associate in the firm’s intellectual property practice concentrating her practice on a wide variety of intellectual property matters, with an emphasis on copyright and trademark protections including registration, licensing, enforcement, and DMCA takedown notices. Cat regularly advises clients on IP protection issues, portfolio strategy, and development in software, oil and gas, aviation, renewable energy, and other industries.

Cat’s practice ranges from negotiating and drafting business and IP agreements to analyzing and managing IP portfolios. She handles domestic and international prosecution of trademarks and patents, represents clients in Trademark Trial and Appeal Board and Uniform Domain-Name Dispute-Resolution Policy litigation proceedings, and negotiates and drafts intellectual property agreements and contracts. Cat is known for presenting complex legal regulations and business contracts in an efficient, understandable way to clients.

Cat joins a robust group of MWM trademark, copyright, and patent attorneys serving clients globally in transactional and dispute matters. She is a registered patent attorney and brings a significant STEM background to her legal career, having completed her undergraduate studies in biology and chemistry at Texas Tech University where she made the Dean’s List and was a member of the Alpha Lambda Delta Honor Society and the Phi Eta Sigma Honor Society.

She received her J.D. from the South Texas College of Law with honors where she was a member of The Honorable Nancy F. Atlas Intellectual Property American Inn of Court, the Intellectual Property and Technology Law Society, and a student member of the Houston Intellectual Property Law Association. Cat received the CALI Excellence for the Future Awards in Intellectual Property Litigation, Patent Law, and Family Law while in law school.

Experience

- Draft and prosecute trademark and patent applications worldwide in various industries, including software, oil and gas, and renewable energy
- Negotiate and draft numerous business and intellectual property agreements, such as technology and software agreements, SAAS contracts, vendor contracts, partnership agreements, operating agreements, trademark assignments, coexistence agreements, influencer marketing agreements, and licensing agreements
- Represent clients in TTAB and UDRP litigation proceedings

- Render legal advice to businesses in varied industries, including software, digital marketing, aviation, oil and gas, and accounting to effectively serve as outside in-house counsel
- Analyze and manage intellectual property portfolios of clients to determine best strategies for better protections and development of their intellectual property assets

Focus Areas

Copyrights

Consumer Products

Entertainment & Digital Media

IP Portfolio Management & Counseling

IP Due Diligence

FoodTech & Agriculture

Trademark

IP Audits & Legal Opinions

Speeches / Publications

- “Green Branding and Sustainability Claims: Navigating Trademarks in an Eco-Conscious World”, INTA Roundtable, April 3, 2025
- “Black Mirror Perspectives: Ethical Questions Arising from Technology, Innovation, and Social Media,” State Bar of Texas Annual Meeting 2024, Jun. 21, 2024
- “Battle Ready: Online Trademark Enforcement,” Texas Bar CLE Advance Intellectual Property Law, Feb. 2024.
- “International Trademark Prosecution,” Los Angeles Intellectual Property Law Association Patent and Trademark Tracks, Jan. 25, 2024.

Education

South Texas College of Law, JD, 2018

CALI Excellence for the Future Awards for Intellectual Property Litigation, Patent Law, and Family Law
The Honorable Nancy F. Atlas Intellectual Property American Inn of Court

Texas Tech University, BS, 2015

Biology

Dean's List

Phi Eta Sigma Honor Society

Alpha Lambda Delta Honor Society

Associations & Memberships

- State Bar of Texas
- Houston Intellectual Property Law Association

- Intellectual Property and Technology Law Society
- Registered U.S. Patent Attorney

Honors & Awards

- Best Lawyers: Ones to Watch
2024-2025

Bar Admissions

Texas, 2019

U.S. Patent and Trademark Office