



Melissa LaBauve

Partner Intellectual Property

Houston

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At a Glance

Trained Eye for Trademark Trends

With a trained eye on future trends and changes in the trademark landscape, Melissa is a focused voice for her clients and their trademark portfolios.

Skillful Negotiator, Trusted Counselor

Melissa is pointful, communicative and adept at negotiating and drafting a host of agreements.

Engrained in the IP Community

As an active member of the International Trademark Association (INTA), Melissa is the co-chair of the INTA 2023 Leadership Meeting and co-chair of the Leadership Development Committee's Annual Meeting & Beyond Project Team.

Melissa LaBauve brings over 20 years of trademark and IP transactional law experience. She represents a wide variety of companies, both domestic and international, serving as their outside counsel and helping them manage, protect, and exploit their intellectual property assets. Melissa enjoys great relationships with her clients and is a trusted advocate working closely with them to help solve trademark prosecution issues, enforcement, and other complex IP transactional matters.

With a trained eye on future trends and changes in the trademark landscape, Melissa is a focused voice for her clients and their trademark portfolios, across multiple jurisdictions. She is pointful, communicative, and adept at negotiating and drafting a host of agreements, including intellectual property licenses, co-branding agreements, social media, and Internet-related agreements, as well as various types of service agreements and marketing contracts.

Melissa is a great supporter of the IP community and a contributing member of the International Trademark Association (INTA), where she currently serves as the Leadership Development Committee's Programing Subcommittee co-chair for the 2023-2025 committee term. She served as INTA's 2023 Leadership Meeting co-chair and co-chair of the Leadership Development Committee's Annual Meeting & Beyond Project Team for the 2021-2023 term. She was a member of INTA's

2023 Annual Meeting Project Team and has previously served as chair of the Trademark Roundtable Project Team. Melissa has been a valuable member of the Trademark Office Practices Committee, Internet Committee, Programs Committee, and Treaty Analysis Committee.

Focus Areas

Consumer Products

Copyrights

Entertainment & Digital Media

Fintech

FoodTech & Agriculture

Hospitality

IP Portfolio Management & Counseling

IP Audits & Legal Opinions

Patents

Trademark & Copyright Litigation

Speeches / Publications

- “Protecting Your Brand in a Global Marketplace”, Moderator, Global Counsel Conference: Managing Risks and Opportunities in a Global Marketplace, June 17, 2025
- “Green Branding and Sustainability Claims: Navigating Trademarks in an Eco-Conscious World”, INTA Roundtable, April 3, 2025

Education

Loyola University, New Orleans College of Law, JD, 1998
cum laude

Law Review | Moot Court Team

Louisiana State University, BA, 1994
History

Associations & Memberships

- International Trademark Association (INTA)
 - Co-Chair of the 2023 INTA Leadership Meeting
 - Leadership Development Committee 2023-2025
 - Co-Chair of the Annual Meeting and Beyond Project Team
- Served as a Provisors Group Leader
- State Bar of Texas

Honors & Awards

- World Trademark Review 1000 – Recommended Individual 2021 – 2025

Bar Admissions

Texas, 2002

California

Georgia

Louisiana

U.S. District Court for the Southern District of Texas