

## James R. Ray, III



Shareholder [Austin](#)  
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### Education

J.D. from Baylor University School of Law *cum laude*

- Order of the Barristers
- American Bar Association "Best Advocate" Award
- Baylor Law Intellectual Property and Advocacy Award
- Dawson & Sodd Moot Court Competition Finalist and Top 3 Speaker
- Brian J. Serr Excellence in Advocacy Award

B.S. from The University of Texas at Austin

- 2005 College Football National Champion
- All Big XII Academic Team
- UT Athletic Director's Honor Roll

### Bar Admissions

Texas

United States District Court for the Eastern, Northern, Southern and Western Districts of Texas

### Related Practices

Environmental

Condemnation & Eminent Domain  
Environmental Litigation

### Overview

As a walk-on defensive back on the 2005 National Championship football team for The University of Texas, James developed a strong work ethic and team-oriented attitude. After graduating from UT with a Bachelor of Science degree in Chemistry, James buckled his chinstrap again and worked as a stuntman and extra on the first season (2006-2007) of the NBC TV program entitled "Friday Night Lights."

When his playing days were done, James hung up his cleats and transitioned into the environmental and real estate arena. As a field chemist for one of North America's leading providers of environmental, energy, and industrial services, James was responsible for handling, transporting, and disposing of hazardous materials. James is not afraid to get his hands dirty. Later, as a Project Manager for one of the nation's largest engineering and environmental consulting firms, James performed due diligence and consulting work, including Phase I Environmental Site Assessments, on more than one hundred real estate transactions.

James returned to Waco, Texas, his hometown, to attend Baylor Law School. He graduated with honors and was selected by his professors to compete on Baylor's prestigious mock trial and moot court teams. During law school, James also completed an externship for the Honorable United States District Judge Reed O' Connor.

Today, James serves as Managing Shareholder for Munsch Hardt's Austin office and focuses his practice on real property, intellectual property, and consumer finance disputes, including: Truth-in-Lending Act claims; Texas Finance Code compliance; condemnation matters; administrative and regulatory environmental issues at the State and local government level; and the prosecution

Intellectual Property  
Intellectual Property Transactions & Development  
Intellectual Property Litigation  
Litigation  
Condemnation & Eminent Domain  
Personal Injury & Wrongful Death  
Real Estate Litigation  
Trade Secrets

and defense of disputes involving trademark, patent, and copyright infringement. Additionally, James advises clients on the development, licensing, and transfer of intellectual property rights, including securing registered trademarks with the United States Patent and Trademark Office and obtaining copyright registrations with the United State Copyright Office.

## Related Industries

Manufacturing  
Technology & Telecommunications  
Transportation  
Restaurants

## Achievements

*Austin Monthly* – Austin's Top Attorneys (2022-2023)  
Honorable Lee Yeakel Intellectual Property Inn of Court ("Inn")  
*Woodward/White, Inc.* – Best Lawyers in America, Litigation - Intellectual Property (2026); Best Lawyers in America, Litigation – Real Estate (2026)

## Memberships

Austin Bar Association (2017-present)  
Austin Young Lawyers Association (2017-present)  
Austin Technology Council  
Dallas Association of Young Lawyers (2011-2016)  
Dallas Bar Association (2011-2016)  
Dallas Longhorn Club (Advisory Board Member, 2013-2014)  
Dallas Safari Club  
Dallas Texas Exes (Scholarship Committee, 2012-2013)  
State Bar of Texas  
Texas Bar Foundation (Fellow)

## Experience

### Consumer Finance

Regularly represents financial technology companies in consumer finance disputes and compliance with federal and Texas consumer protection laws.

## Condemnation

Handled numerous condemnation proceedings resulting in recovery of compensation to the landowner significantly higher than the final offer of the condemning authority.

## Condemnation

Served as second-chair trial counsel resulting in a jury verdict for the firm client in excess of \$1.5 M when the condemning authority's final offer was below \$500,000.

## IP Litigation

Successfully prosecuted and defended cases as lead counsel involving requests for emergency injunctive relief, including arguing and/or negotiating critical temporary injunctions to preserve valuable trade secrets, trademarks and other intellectual property rights.

## IP Litigation

Served as lead defense counsel for provider of marketing solutions in the B2B space in a patent case in the Eastern District of Texas.

## IP Litigation

Served as local counsel for defending an international technology and telecommunications company in a patent case in the Eastern District of Texas.

## Litigation Counsel for Transportation Company

Assisted in successfully defending a national, public transportation company in a high-profile case against a software and consulting company. The case was tried to jury in a federal court in Montana and involved a \$100 MM claim under a 20-year-old license agreement.

## Sale of Distribution Company

Represented a distributor for branded appliance manufacturers in its sale to one of the largest appliance and consumer electronics parts distributors in North America.

## IP Licensing

Represented a restaurant in the redevelopment and licensing of its iconic restaurant concept. The restaurant relocated to a new location and created an adjacent entertainment venue with a water park, hotels and an RV park.

## IP Licensing

Performed due diligence in connection with transactions involving intellectual property to ensure ownership is accurately reflected in the United States Patent and Trademark Office database.

## Environmental Litigation

Advised clients on compliance with environmental regulations such as the Texas Commission on Environmental Quality's Stormwater Pollution Prevention Plan (SWP3), including one of the nation's leading commercial construction companies with revenue in excess of \$1 B.

## Environmental Litigation

Prosecuted and defended cases involving environmental regulations, including the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA), Clean Water Act (CWA), and National Environmental Policy Act (NEPA).

## Newsroom

**Press Release:** Sixty (60) Munsch Hardt Attorneys and One Lawyer of the Year Highlighted in 2026 Best Lawyers® in America Directory

**In The News:** Munsch Hardt Launches Sports + Entertainment Practice

**In The News:** Houston Texans' Former Associate General Counsel Joins Local Law Firm to Launch New Sports Practice

**Press Release:** Munsch Hardt Formalizes Sports + Entertainment Practice with Addition of Shareholder Sunil Jamal

**In The News:** Veteran Corporate Attorney Joins Munsch Hardt In Austin

**Press Release:** Jared Greathouse Joins Munsch Hardt's Austin Office as Corporate Shareholder

**Press Release:** Munsch Hardt Announces New Leadership and Recruiting Appointments

**In The News:** Munsch Hardt Taps Firm Vet To Lead Austin Shop

**Press Release:** James Ray Named Managing Shareholder of Munsch Hardt's Austin Office

**Press Release:** Munsch Hardt Announces 2024 Equity Shareholder and Shareholder Promotions

**Press Release:** Austin Monthly Recognizes Two Munsch Hardt Attorneys in Top Attorneys List

**Press Release:** Munsch Hardt Shareholder James Ray Named One of Austin's 2022 Top Attorneys by Austin Monthly Magazine

**In The News:** How I Made Partner

**Speech:** Managing a Trademark Portfolio for Small Law Companies

**Article:** Trademark Enforcement: A More nuanced game than whack-a-mole

**Press Release:** Munsch Hardt Announces 2018 Promotions to Equity Shareholder and Shareholder

**Article:** Dissemblance in the Franchise Industry: The Art (and Ethics) of Deception

**Article:** Lessons in Humility and Managing Expectations