

## James R. Ray, III



### Overview

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 Northern, Eastern and Southern District of Texas

### Related Practices

Environmental

Condemnation & Eminent Domain  
Environmental Litigation

James incorporates the work ethic and attitude he developed as a walk-on defensive back on the 2005 National Championship football team for The University of Texas. 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. James 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 focuses his practice on real property and intellectual property litigation, including: condemnation matters; administrative and regulatory issues at the State and local government level; and the prosecution and defense of disputes involving trademark, patent, and copyright infringement. Additionally, James has significant experience related to the development,

Regulatory Law  
Intellectual Property  
Intellectual Property Litigation  
Litigation  
Construction Litigation  
Energy Litigation  
Personal Injury & Wrongful Death  
Real Estate Litigation  
Trade Secrets

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

Construction  
Energy  
Manufacturing  
Real Estate  
Technology & Telecommunications  
Transportation  
Restaurants

## Achievements

Honorable Lee Yeakel Intellectual Property Inn of Court ("Inn")

## 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

## Experience

### 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.

## IP Litigation

Pursued expedited discovery to rapidly identify key facts and documents necessary to prevail at temporary injunction hearings.

## IP Licensing

Represented numerous buyers and sellers in connection with the transfer or license of intellectual property rights, including a distributor of 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

**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:** Lessons in Humility and Managing Expectations