

ATTORNEY PROFILE



Joshua R. Mason

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Specialty Areas

Business Law
Corporate Finance -
Mergers and Acquisitions
Franchise, Distribution and
Intellectual Property

Admissions

Minnesota State Bar

Education

University of Wisconsin-
Madison, BA, with distinction,
Phi Beta Kappa

University of Minnesota Law
School, J.D. , *magna cum laude*

Joshua is a shareholder in the firm's Business Law and M&A practice groups and the leader of the firm's trademark practice. He works with clients to articulate and implement frameworks for addressing novel business issues, managing intellectual property portfolios, and coordinating complex business transactions. He also provides strategic guidance on licensing and business structures, trademark usage and clearance, and franchise agreement and FDD negotiations and review.

Joshua enjoys working alongside his clients to dissect and address their evolving challenges and competing priorities. As an avid reader and lifelong learner, Joshua naturally takes a wide-ranging perspective when assessing new challenges and is always searching for creative ways to help meet his clients' needs.

Joshua was named a "Rising Star" in Intellectual Property law by Super Lawyers in 2021.