



Matthew J Kading

Founder and Managing Director at ALG and Web Reputation Group LLC

 Phoenix, Arizona

 602.679.8224

 mjk@matthewkading.com

 www.matthewkading.com



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2013 -
present

Founder and Managing Director ALCHEMYLAW GROUP PLLC / WEB REPUTATION GROUP LLC

Phoenix, Arizona | Minneapolis, Minnesota

Alchemy Law Group is an online legal consulting firm providing legal consulting and other services to individuals and business throughout the United States, Canada and several foreign countries using a proprietary network of law firms, independent counsel and other legal professionals to achieve client goals on par with that of the most effective and prestigious law firms in the country at a fraction of the cost.

ALG consults primarily in the areas of: Intellectual Property Asset Management; Intellectual Property Litigation; Medical, Healthcare, Pharmaceutical Regulatory Compliance; Internet Law and Cryptocurrency Law and Policy (e.g. Bitcoin) legal consulting respecting a plethora of issues surrounding the issuance, use, management, development and many other complex aspects surrounding decentralized digital currencies not issued by any central government or other authority which are usually defined by the use of a blockchain--basically an open ledger, available to anyone, which documents every transaction of a particular digital currency.

ALG has consulted and assisted in the development of several digital currencies including Ethereum, Burst, ZCash and others and has counseled several businesses built on the foundation of digital currencies and the complex legal issues unique to each client (see, e.g. KIBO LOTTO, built on the Ethereum Smart Contracts platform which I currently serve as the primary outside legal consultant).

Web Reputation Group, a core component of Alchemy Law Group, was founded in 2015 to assist both businesses and individuals by: (1) monitoring the Internet for false, misleading, damaging or other negative information regarding the client through the use of data mining techniques and applications (including a proprietary web scraping application and algorithm I developed during the infancy of this business); (2) mitigation of any negative information using the two main groups contained within WRG: the Internet Marketing and SEO team and the Internet Law team. The Internet Marketing and SEO Group seeks to lessen the impact of any false or other information that could damage a client's reputation through the team members' extensive industry experience in Internet Marketing, Search Engine Optimization, Social Media Marketing and Reputation Management.

The Internet Law Group consults with the client to determine if legal claims such as defamation, intentional interference with business relations or other civil claims relating to false statements of facts should be filed, usually seeking judicial orders to remove the information from both the source URL and search engine (Google, Yahoo, Bing) indices, along with money damages where appropriate.

While I am responsible for the management and direction of both teams, my primary responsibility is the Chair of the Internet Law Group and helping to ensure that the entire group functions cohesively towards the common goal of exceeding client expectations by monitoring, reporting and repairing and rehabilitating a client's reputation when necessary.

2014 – 2015 Director-Strategic Programs (Arizona)

WARRIOR CUSTOM GOLF, INC

Tempe, Arizona | Irvine, California

Delivered strategic marketing leadership to add revenue, define and refine corporate brand recognition. Oversaw internal staff and external agencies in developing integrated marketing and communications strategies. Built and deployed retail merchandising, digital marketing, and CRM marketing efforts and played a key part in branding, public relations, and omni-channel advertising and media communication. Catapulted sales 42% by harnessing a targeted e- loyalty promotion that took advantage of an innovative, net new e- commerce platform equipped with mobile and social media components. Netted \$5.6M in added incremental sales by identifying three strategic product offerings developed from in-depth market analysis, consumer intelligence, and "Test-Play" programs. Increased brand awareness 27% within one year by formulating and executing a compelling brand promise and unique selling proposition that responded to customer needs and motivational traits.

2011 - 2013

General Counsel

WEB MARKETING PARTNERS LLC

Phoenix, Arizona

Officer/Generalist/Head of Legal Affairs responsible for overseeing all legal matters of mid-sized company involved in Internet marketing, search engine optimization (SEO), IT consulting, web design and development and network architecture. Responsible for drafting, review, and negotiation of all contracts, including (among others): software license and implementation, master service/provider, marketing, consulting, and confidentiality agreements; creation, implementation and management of an internal contracts review and administration process.

- Responsible for managing all Intellectual Property matters and providing pre-publication legal review of advertising and promotional marketing materials and customer web site and domain review.
- Analysis of legal issues, laws, statutes and regulations and implications of proposed business decisions by various departments, as well as stay abreast of industry developments in order to identify potential areas of compliance, vulnerability and risk in order to develop and implement action plans.
- Participate in strategic discussions related to domestic and international initiatives. Responsible for management of litigation and other high-risk matters, including the selection, retention and cost-efficient management of outside counsel, as well as related budgeting/spending issues.

2004 - 2008 Senior Trial Counsel/Partner

SKOLNICK & SCHIFF, P.A.

Minneapolis, Minnesota

Individually managed and carried primary responsibility for a significant caseload in a variety of business and intellectual property litigation cases in both state and federal courts. Core practice areas involved business torts, trade secrets, patent, trademark, Internet, and broad-spectrum business litigation.

I appeared on behalf of clients ranging from Fortune 500 companies to closely held corporations. Extensive first and second chair trial experience and pre- and post-trial motion practice and other related trial practice matters.

- Conducted and managed complex discovery matters and frequently deposed and defended lay and expert witnesses.
- I represented clients in mediation and arbitration proceedings and negotiated settlements and related releases.
- Successfully tried several business/IP law trials (including product liability, breach of contract, trade secrets/unfair competition, cybersquatting/trademark infringement, software and source code copyright infringement, willful patent infringement; negligence/loss of income, etc.) to verdict in favor of firm's clients in jury and bench trials.
- Won substantial judgments and successfully defended clients in in several cases based on various causes of action, including: trade secrets/unfair competition, IP (trademark, copyright and patent) infringement, loss of business income/business negligence; Won vital motions, including motions for summary

judgment in land use matter compelling a local governmental body to zone client's land heavy industrial, thereby saving several million in client capital; opposition to motion notwithstanding verdict in trade secret matter after successful jury trial and multi-million dollar damages award for client; all causes of action dismissed in willful patent infringement suit involving IT business model patent.

- New portable business development resulted in excess of \$1.5m in revenue over 2 years.

2000 - 2004 **Senior Associate Attorney/Shareholder**
BRIGGS & MORGAN, P.A
Minneapolis/Saint Paul, Minnesota

Prepared pleadings, motions, briefs, and memoranda of law; conducted and managed discovery; took and defended depositions in business, employment, real estate/land use and intellectual property litigation including: contractual disputes, patent infringement, trade secrets, unfair competition, trademark, trade dress, domain name disputes, medical device and biological patent litigation among others, generally for Fortune 500 clients.

I negotiated settlements and prepared settlement agreements and releases and represented clients in ADR. I was a member of firm's Commercial Litigation and Telecommunications Law Practice Groups. Structured, drafted and negotiated complex commercial agreements for the deployment of major computer software, hardware, broadband, telecommunications and other varied service related documents, agreements and administrative filings for some of the largest retailers, cable providers, and technology companies in the nation.

Defense of a trade secret case brought by a Fortune 500 pharmaceutical company seeking to protect \$1 billion in product sales; Prevailed in federal court cases establishing the scope of reciprocal compensation obligations for wireless traffic and dialing parity obligations for calls to wireless numbers; Prevailed in several cases on summary judgment, including writ of mandamus on 16.7 million-dollar industrial land use matter against large government entity; Successfully arbitrated interconnection agreements and cost issues for CLECs and wireless carriers with varied legal needs (corporate, securities, litigation).

Developed a new book of business with one of the world's largest privately-held companies, totaling more than \$3.75 million in billed and paid fees during the first 12 months of the relationship.

1998 - 2000 **Associate Attorney**
QUARLES & BRADY LLP
Milwaukee, Wisconsin | Chicago, Illinois

Recruited directly out of the University of Minnesota Law School by this top-tier AmJur 50 law firm. Assigned primary responsibility for legal research and writing; including: preparation of memoranda, summary judgment and other motion papers, complaints, answers, discovery requests and responses, and client correspondence for large, multinational Fortune 500 clients as member of commercial litigation and intellectual property groups. I independently conducted and defended depositions, in the U.S. and internationally. I gained experience in the direct and cross-examination of witnesses during trials. I analyzed, negotiated, drafted, and implemented software, Internet licensing, and other contracts.

- Managed discovery, including an antitrust matter in which the parties produced over 1.5 million documents during discovery.
- Conducted vital depositions of expert witnesses in a \$20M breach of contract/loss of income commercial case.
- Traveled to various foreign countries including Philippines, Uzbekistan, Great Britain, Germany, Taiwan and Japan for discovery matters, mainly deposing foreign nationals.
- Researched, prepared, argued and prevailed on motion for summary judgment in trade secrets matter.

EDUCATION

1995 - 1998 UNIVERSITY OF MINNESOTA LAW SCHOOL

Juris Doctor, *magna cum laude*

- Order of the Coif (Top 10% of graduating class)
- Minnesota Law Review - Note and Comment Editor
- Maynard Pirsig Moot Court - Best Oral Argument; Runner-Up, Best Brief
- Dean's Scholarship; Dean's List all six semesters.

2008 - 2010 NORTHWESTERN UNIVERSITY - FEINBERG SCHOOL OF MEDICINE

Doctor of Medicine (did not complete)

1989 - 1994 UNIVERSITY OF MINNESOTA

Bachelor of Science, *summa cum laude*, Biochemistry

- Maintained a 3.75+ GPA while a member of the Men's Ice Hockey Team (NCAA Div. I, WCHA)
- Twice named NCAA Academic All-American (Ice Hockey)

UNIVERSITY OF MINNESOTA

Bachelor of Arts, *summa cum laude*, Sociology of Law

- Maintained a 3.75+ GPA while a member of the Men's Ice Hockey Team (NCAA Div. I, WCHA)
- Twice named NCAA Academic All-American (Ice Hockey)

