



MARIO C. VASTA

Pronouns: he/him

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Business Litigation

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The cure for a fallacious argument is a better argument, not the suppression

of ideas.

Carl Sagan



MARIO C. VASTA

Mario Vasta works in our business litigation and intellectual property practice groups. He focuses primarily on civil litigation, including resolving business, contract, and real estate disputes. He also represents clients in domestic and international intellectual property litigation matters, including dealing with trademark and copyright issues, cancellation and opposition actions before the U.S. Patent and Trademark Office, and counterfeiting issues. Mario helps clients navigate brand and reputation issues, advises on strategic national brand growth as it relates to trademark issues, and negotiates licensing agreements. Mario is also the go-to attorney for companies battling scam artists trying to use confusingly-similar website names to divert customers and disrupt business. He navigates through legal and administrative processes to take down these imposters, while protecting his clients' vital brands. In keeping with our proud history in natural resources, Mario's practice also includes water rights litigation, and his work on behalf of farmers in eastern Arizona has legal precedents dating back to the 1920s.

At the early age of 12, Mario knew he wanted to be an attorney. Mario consistently honed his reading, writing and public speaking skills with his eye on becoming the first attorney in his family. Raised in Upstate New York, he always knew he wanted to head out West. After graduating from Cornell University, Mario drove his Pontiac to Phoenix, Arizona, where he graduated first in his class at Arizona State University's Sandra Day O'Connor College of Law. Feeling like he found his true calling as a business litigation attorney, Mario takes great satisfaction in working with clients to creatively and efficiently resolve all types of disputes.

When he is not busy helping clients, Mario is usually spending family time with his three sons and Australian cattle dog. He recharges his batteries in the great outdoors with activities like hiking and backpacking. An avid reader, Mario collects books (physical ones!) and his home library

includes a wide range of scientific and historical nonfiction titles – plus the occasional science-fiction novel.

EDUCATION

J.D., *summa cum laude*, Arizona State University, Sandra Day O'Connor College of Law

B.A., Cornell University

AREAS OF PRACTICE

Business Litigation

Intellectual Property

Cannabis Business

AWARDS AND HONORS

Best Lawyers in America®, Ones to Watch – Commercial Litigation, Litigation – Intellectual Property, 2023 – 2025

50 Rising Stars in Law, *AZ Business Magazine*, 2025

Southwest Rising Stars®, Business Litigation, 2022-2026

PROFESSIONAL AND COMMUNITY ACTIVITIES

Board Member, Live Life Give Life Fundraising

ARTICLES AND PRESENTATIONS

Featured, "[50 emerging leaders in Arizona law for 2025](#)," AZ Big Media, January 24, 2025

Author, "Vasta: James Earl Jones may be gone, but his voice lives on," Daily Independent, December 23, 2024

Author, "[Using Famous Artwork: Perils in the Public Domain](#)," Greater Phoenix InBusiness Magazine, October 2024

Co-Author, "[Supreme Court: Damages Not Restricted to Just Three Years in Copyright Cases](#)," Fennemore Blog, May 22, 2024

Author, "[2 copyright pitfalls businesses should consider before profiting from famous art in the public domain](#)," Phoenix Business Journal, April 1, 2024

Featuring, "[A Special Father's Day Edition Of 'Thursday Thoughts' With Mario Vasta](#)," Fennemore Blog, June 15, 2023

Author, "Need to Know: Intellectual Property. Attorneys help businesses stay on top of social and regulatory changes," inBusiness, July 12, 2022

Author, "Domain Hijackers Prey on Business Websites," *inBusiness Greater Phoenix*, July 2022

Quoted, "Could Arts District become 'blank slate?' Concerns grow after one mural's destruction," Fox 5, June 1, 2022

Author, "Legal Perspective: Protecting your business website from fraudsters looking to hijack your clients," Tucson Business, May 23, 2022

Author, "How to protect your business from fraudsters," Phoenix Business Journal, May 10, 2022

Quoted, "Feds Seek Win For Ariz. Apache Tribe In Gila River Water War," Law360, March 7, 2022

Co-author, "Troll Control – Reactions to Copyright Trolls | Part Two," Fennemore Client Alert, May 27, 2021

Co-author, "Troll Control – Reactions to Copyright Trolls | Part One," Fennemore Client Alert, May 20, 2021

Co-author, "There is no such thing as a permanent golf course view. Or is there?" *Arizona Attorney Magazine*, October 1, 2020

Co-author, "Protection for Street Art on Buildings," Fennemore Client Alert, September 2, 2020

Quoted, "Business Briefcase," *Peoria Times*, May 21, 2020

ADMISSIONS

Arizona

U.S. District Court District of Arizona

U.S. Court of Appeals Ninth Circuit