

Matt Prosen

Shareholder

Practices: Corporate, Commercial Transactions & Outsourcing; Data Privacy; General Data Protection Regulation

Industries: Airlines

Matt Prosen is a member of Winstead's Corporate, Commercial Transactions & Outsourcing Practice Group. Matt leverages his transactional, intellectual property, and technical experience to counsel public and private companies, ranging from Fortune 100 to startup entities in a variety of industries, on all types of commercial transaction and outsourcing matters, with a focus on complex transactional matters.

Matt's practice primarily involves transactions in the airline and aviation space, with a particular focus on technology acquisition and licensing (including aircraft-related, corporate and other software), OEM aircraft purchases, airframe, engine and component maintenance, avionics procurement, intellectual property issues, data protection and commercialization, as well as component and systems purchases. He also counsels global airlines on data privacy compliance and cybersecurity matters, including GDPR compliance, data protection, data usage and cross-border data transfers.

Furthermore, Matt represents clients on transactions involving loyalty programs, corporate services (e.g., payroll processing), consulting, advertising and joint promotions and other business processes. He has also represented airlines on global distribution systems and data analytics matters.

Prior to joining Winstead, Matt advised businesses in all aspects of intellectual property, including patent, trade secret, trademark, copyright and other intellectual property issues related to business transactions.

Matt is admitted to practice in Texas, the U.S. Patent Trademark Office, and California (inactive status).

Matt is a contributing writer for Winstead's [Airlines Blog](#).

Professional & Community Service

- State Bar of Texas
- International Association of Privacy Professionals (IAPP)
- American Bar Association
- The Wings Club

Awards & Recognition

- *Best Lawyers: Ones to Watch*, (BL Rankings, LLC), 2024

Admissions

- Texas, 2015



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Education

Stanford Law School

- J.D., 2011
- Lead Article Editor, *Stanford Technology Law Review*

Boston University College of Engineering

- B.S., Biomedical Engineering, 2007
- *magna cum laude*

- U.S. Patent and Trademark Office
- California, 2011, Inactive