

## **Brian N. Larson**

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Brian N. Larson is associate professor of law at Texas A&M University's School of Law. He researches rhetoric and argumentation, especially in legal and professional communication. He focuses on rhetorical and argumentation theory in context and practice, using text-analytic, computational, and cognitive methods. Other research interests include the law of online contracts and empirical research methods. He holds a Ph.D. from the University of Minnesota and comes to Texas A&M after a 20-year career as an attorney and business executive. He teaches courses in legal rhetoric and communication.

Before coming to Texas A&M, Larson was an attorney and business adviser with a national reputation for serving the real estate vertical with strategy, governance, intellectual property, antitrust, and other advice. He formerly led Larson Skinner, PLLC, a law firm that is pre-eminent among firms serving real estate multiple listing services and trade associations. (He continues to provide advice to the firm as "of counsel.") During Larson's time there, the firm focused on strategic legal advice, especially relating to collaborations of MLSs, including copyrights, data-sharing, the formation of new regional MLSs, and national collaborations like the MLS Domains Association. As a lawyer, Larson focused much of his work on intellectual property, e-commerce, databases, web branding issues, the real estate industry, and rule-making for online communities. As a business adviser, he provided strategy, operations, and marketing consulting in the residential real estate vertical.

Larson lives in Dallas.