

## HOGE FENTON ADDS TWO SENIOR IP ATTORNEYS

We are pleased to announce that respected intellectual property attorneys **Dana Brody-Brown** and **Alexandra J. Horne** have joined the firm. Practicing together most recently at the firm of Lewis Roca Rothgerber, Dana and Alexa have expertise in the areas of trademark counseling and prosecution, including portfolio analysis and strategic counseling, domestic and global registration and enforcement, domain name issues, and licensing. They will be based primarily in the firm's Silicon Valley office.

**Dana**, a graduate of Boston University School of Law, handles trademark disputes, including domain name issues and opposition and cancellation proceedings before the Trademark Trial and Appeal Board of the United States Patent & Trademark Office. She has counseled a wide array of clients ranging from start-ups to well-known and established companies in varied industries including consumer electronics, semiconductors, software, banking, fashion, music and entertainment. She also has experience and a particular interest in advising clients regarding trademark and consumer issues raised by advertising and marketing.

"I'm excited to be joining Hoge Fenton both because of its long history and strong reputation in Silicon Valley, and also because of the value placed on innovation and creative, practical approaches to assisting clients with business and litigation needs," commented Dana. "I'm pleased that our IP clients will have access to a wide variety of high quality legal services and top-notch lawyers right here in the valley."

**Alexa**, a 20+ year IP practitioner, is a graduate of Santa Clara University School of Law. She counsels clients on domestic and foreign trademark registration, licensing and enforcement, including opposition and cancellation proceedings in the USPTO. Alexa's clients, which range from start-up to well established, come from a diversity of industries, including semiconductor, software and other technology, mobility, internet, banking, entertainment, education and wine.

"I am thrilled to be returning to practice in the heart of Silicon Valley as part of Hoge Fenton," Alexa added. "With the firm's breadth and depth of legal expertise in IP and other practice areas, it is the perfect platform from which to offer my clients a broad range of services to fit all their legal needs. Indeed, since law school days I have been impressed by the quality of Hoge Fenton's attorneys, its stellar reputation, and its community leadership. It is a dream come true to be able to join such a terrific firm with my colleague, Dana Brody-Brown."

The firm's managing shareholder, **Dan Ballesteros**, commented, "With the coming launch of the USPTO's permanent Silicon Valley office right here in downtown San Jose, we are perfectly positioned – literally - as *the* local intellectual property resource in patents, trademarks, copyright, IP litigation, internet law, privacy and data security. The addition of Dana and Alexa to our team bolsters our ability to serve both the entrepreneurial and established business communities. We are proud to have them on board."

## Primary Contact

- Daniel W. Ballesteros

## Related Attorneys

- Dana Brody-Brown