

**PATENT AND TRADEMARK ATTORNEY DAVID E. ROGERS JOINS
SNELL & WILMER'S PHOENIX OFFICE**

New Addition Expands Firm's Extensive IP Capabilities

PHOENIX (January 25, 2011) – Snell & Wilmer has announced that patent and trademark attorney David E. Rogers joined its Phoenix office as a partner in its Intellectual Property & Technology (“IP”) practice group.

David's practice focuses on United States and foreign patent, trademark, trade dress and unfair competition law. He has handled numerous litigation, complex technology licensing, and due diligence matters, involving technologies such as mechanical and chemical manufacturing processes, semiconductors, consumer products, specialty chemicals, software, petroleum refining, medical devices, and building materials.

In addition to having co-authored two books on patent and trademark law, David has been a featured speaker on U.S. and international patent, trademark and technology transfer matters at seminars in Singapore, Malaysia, Russia and the United States, including seminars on IP protection and technology transfer in China.

David earned his B.S. in Chemical Engineering from Clarkson University, his M.B.A from the University of Rochester, and his J.D., *magna cum laude*, from Case Western Reserve University, where he was selected to the Order of the Coif. Before attending law school, he worked in industry for over eleven years as a manufacturing manager, marketing and sales manager, and independent manufacturers' representative.

"We are pleased to welcome David to Snell & Wilmer," said Chuck Hauff, Snell & Wilmer's IP practice group leader. "He brings to the firm a wealth of legal knowledge, an impressive track record and a deep commitment to client service. His addition further expands the existing breadth and depth of our Intellectual Property practice."

Snell & Wilmer's extensive IP practice includes over 30 full-time patent attorneys, with a vast array of collective technical and business expertise. The group represents clients of all sizes worldwide with the protection of patent, trademark, copyrights and trade secret rights; transactional work such as confidentiality, manufacturing, licensing and development agreements; due diligence and negotiation of representations in acquisitions; and litigation and other enforcement matters.

About Snell & Wilmer L.L.P.

Founded in 1938, Snell & Wilmer is a full-service business law firm with more than 400 attorneys practicing in nine locations: Phoenix and Tucson, Arizona; Los Angeles and Orange County, California; Denver, Colorado; Las Vegas and Reno, Nevada; Salt Lake City, Utah; and Los Cabos, Mexico. Through its membership in Lex Mundi, Snell & Wilmer also has affiliated law firms in over 100 countries to service clients worldwide. The firm represents clients ranging from large, publicly traded corporations to small businesses, and entrepreneurs. For more information, visit www.swlaw.com.