

Established in 1938 • More than  
400 Attorneys • Nine Locations  
Throughout the Western United  
States and in Mexico



Announcing ...

## LOS ANGELES OFFICE OF SNELL & WILMER CONTINUES EXPANSION OF INTELLECTUAL PROPERTY PRACTICE WITH NEW PARTNER AND ASSOCIATE

**LOS ANGELES (April 9, 2015)** – Snell & Wilmer is pleased to announce the expansion of its Los Angeles office with the addition of [Dax Alvarez](#) as a partner and [Teddie Hsu](#) as an associate in the firm's intellectual property group. Alvarez, who is the sixth partner to join the Los Angeles office since last July, comes to Snell & Wilmer from Blakely Sokoloff Taylor & Zafman. Hsu is the fourth attorney to join Snell & Wilmer from the IP boutique Novak Druce Connolly Bove + Quigg LLP, following the additions of partners Grant Langton and Jonathan Jaech and counsel Glenn Trost.

"We are proud of the growth our Los Angeles office has experienced over the past several years, and particularly recently in such a key practice area to the firm and its clients as intellectual property," said Cary Jones, administrative partner of Snell & Wilmer's Los Angeles office. "Dax is respected by his clients and peers as an outstanding trademark attorney and Teddie has distinguished himself early in his career as a skilled patent prosecutor. We welcome both to Snell & Wilmer and know they will further strengthen the comprehensive intellectual property services we offer in Southern California."

Alvarez has 20 years of experience in trademark law. He concentrates his practice in trademark prosecution, oppositions, litigation, counseling and copyright matters. Alvarez handles comprehensive portfolio management for clients in the computer, communications, Internet, fashion and apparel, multimedia and entertainment fields. He is directly responsible for filing over 2000 domestic trademark applications and thousands of international applications via individual country filings and the Madrid Protocol and has significant transactional experience in the areas of structuring and negotiating complex licensing, IP acquisition and settlement agreements. Alvarez has TTAB litigation capabilities, possessing experience with prosecuting and defending oppositions, cancellations and appeals and also has extensive ICAAN domain name dispute resolution experience. Prior to joining Blakely Sokoloff Taylor & Zafman in 1998, he spent two years as an examining attorney for the United States Patent & Trademark Office, where he evaluated, examined, proposed, reviewed and searched trademarks in applications for registration in order to determine eligibility and compliance with Trademark Act and related statutes.

Alvarez earned his B.A. from University of Maryland College Park and his J.D. from The Catholic University of America, Columbus School of Law.

Hsu concentrates his practice in intellectual property, specifically in the area of patent and trademark prosecution. He has experience working with various technologies, including telecommunications, server systems and semi-conductors. Hsu's clients range from large corporations to solo inventors. He earned his B.S. in electrical engineering from University of California Los Angeles and his J.D. from University of California, Davis School of Law. He joined Sheldon Mak & Anderson PC after law school before joining Novak Druce Connolly Bove + Quigg LLP in 2013.

### About Snell & Wilmer

Founded in 1938, Snell & Wilmer is a full-service business law firm with more than 400 attorneys practicing in nine locations throughout the western United States and in Mexico, including Los Angeles and Orange County, California; Phoenix and Tucson, Arizona; Denver, Colorado; Las Vegas and Reno, Nevada; Salt Lake City, Utah; and Los Cabos, Mexico. The firm represents clients ranging from large, publicly traded corporations to small businesses, individuals and entrepreneurs. For more information, visit [www.swlaw.com](http://www.swlaw.com).