

Snell & Wilmer

# News Release

## SNELL & WILMER PARTNER DAX ALVAREZ RELOCATES TO RENO OFFICE

**RENO (October 18, 2021)** – Snell & Wilmer is pleased to announce that [Dax Alvarez](#) has relocated from the Los Angeles office to the Reno office.

“We are thrilled to welcome Dax to the Reno office,” said Jacey Prupas, partner in the Reno office. “With his extensive experience counseling clients along with an added perspective of working at the United States Patent and Trademark Office, he will be an incredible addition in Reno.”

Alvarez is a member of the intellectual property practice group and offers 25 years of experience in trademark law. He concentrates his practice on trademark counseling, prosecution, licensing, litigation, rights of publicity and Internet domain name matters. Alvarez assists clients with all stages of securing U.S. trademark protection and coordinates the filing and prosecution of foreign trademark applications. He has extensive experience in managing U.S. and international trademark portfolios in the technology, apparel, consumer products, entertainment and food and beverage fields, and works with clients in formulating U.S. and international filing, protection and enforcement strategies. Alvarez advises clients on selection and adoption of new trademarks, renders opinions on the availability and proper use of trademarks and practices extensively before the U.S. Patent and Trademark Office (USPTO), including opposition and cancellation proceedings. He also has extensive transactional experience including negotiating and preparing licensing, coexistence and settlement agreements.

Alvarez has lectured on a variety of topics in the fields of trademarks and domain name matters in a variety of settings, including professional, academic and business organizations. Prior to joining Snell & Wilmer, he spent 17 years as a partner at the intellectual property firm Blakely Sokoloff Taylor & Zafman. Prior to that, he spent two years as an examining attorney for the USPTO where he evaluated, examined, proposed, reviewed and searched trademarks in applications for registration in order to determine eligibility and compliance with the Trademark Act and related statutes.

Snell & Wilmer's Reno office was established in 2010 to meet the growing needs of its clients in Nevada. Alvarez joins the current Reno-based attorneys who advise clients on a wide range of legal issues, including bankruptcy and restructuring, commercial litigation, civil litigation, estate and wealth planning, real estate, corporate and securities, energy and utilities and healthcare.

### About Snell & Wilmer

Founded in 1938, Snell & Wilmer is a full-service business law firm with more than 450 attorneys practicing in 16 locations throughout the United States and in Mexico, including Las Vegas and Reno, Nevada; Phoenix and Tucson, Arizona; Los Angeles, Orange County and San Diego, California; Denver, Colorado; Washington, D.C.; Boise, Idaho; Albuquerque, New Mexico; Portland, Oregon; Dallas, Texas; Salt Lake City, Utah; Seattle, Washington; and Los Cabos, Mexico. The firm represents clients ranging from large, publicly traded corporations to small businesses, individuals and entrepreneurs. For more information, visit [swlaw.com](http://swlaw.com).



Dax Alvarez

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