

Snell & Wilmer



R. Lee Fraley

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Main Bio

Lee Fraley offers clients a unique blend of intellectual property counseling, IP rights enforcement and defense, and solution-focused negotiation of IP-related transactions and acquisitions. In recent years, he has counseled numerous clients worldwide, from emerging and growing businesses to middle-market and large cap companies, in the development of patent, copyright and trademark portfolios geared toward accomplishing their business goals and objectives.

A substantial portion of Lee's practice involves negotiating and counseling his clients with regard to litigation/dispute resolution and transactional matters such as acquisitions, venture-capital/financing and licensing. He has handled these types of matters for clients in a variety of industries, with particular emphasis in electronics, medical devices, software including SaaS, telecommunications, IT and cloud-based networking and services, crowd-sourcing applications, gaming, retail/franchising, renewable energy, social media and media law.

Representative Matters

IP Counseling

- Managed extensive IP portfolio for public company that developed mobile devices. Also created strategies for overall protection of new line of products as company developed design-around strategies
- Managed global brand and product protection for international client, including continued creation of strategies for international expansion and the development of innovative protection strategies for all new products/services

IP Rights Defense and Enforcement

- Orchestrated defense on behalf of large finance company to acquire license rights to use a particular name that allowed the client to sell property and accomplish objectives
- Managed defenses and negotiated settlements to trademark infringement claims on behalf of hospitality company, educational institution, and cloud-based IT service company
- Represented international franchise in seeking to stop more than 20 unlawful actions of unauthorized parties

IP Transactions and Deals

- Developed aggressive legal positions regarding intellectual property that gave clients, ranging from an

international media company to IT infrastructure company, leverage to renegotiate a prior deal and permit U.S. expansion

- Negotiated complex technology licenses in and out of R&D company to facilitate private equity investment
- Negotiated key representation issues with financing institution as well as addressing significant pre-closing concerns regarding infringement and lawsuits

Education

- Duquesne University School of Law (J.D., cum laude, 1997)
- Duquesne University (M.B.A., 1992)
- West Virginia Institute of Technology (B.S.E.E., magna cum laude, 1988)
 - Eta Kappa Nu (national electrical engineering honor fraternity)

Professional Memberships & Activities

- Maricopa County Bar Association
- American Bar Association
- Arizona Association of Defense Counsel
- Arizona Celtic Bar Association
- Arizona Entrepreneurs Organization, Firm Liaison (2002-2011)
- Renaissance Executive Forum, Member Resource Network
- Arizona Tech Council, Firm Liaison (2004-2010)
- Lex Mundi Institute, Graduate
- Invest Southwest 2009 & 2010 Mentor Teams

Representative Presentations & Publications

- "[The Law and Your Business](#)," Quoted, In Business Magazine (June 2019)
- "[Supreme Court Copyright Decision Indicates Greater Proactivity by Would-Be Infringement Plaintiffs](#)," Co-Author, Snell & Wilmer Legal Alert (March 4, 2019)
- "[Intellectual Property Ownership: when you don't know what you DON'T have \(Part I\)](#)," Co-Author, Appearing in JDSupra (February 22, 2017)
- "[Intellectual property: when you don't know what you have](#)," Co-Author, Appearing in JDSupra (February 20, 2017)
- "Intellectual Property Is Not Created Equal," Quoted, In Business Magazine (June 2015)
- "Top Lawyers Weigh in on the Anticipated Impact of 3D Printing Technology on the Law," Featured, LawyerMade Magazine (September 8, 2014)
- "Rights and Wrongs in Intellectual Property," Quoted, In Business Magazine (January 2014)
- "What's in a Name? Arizona Law Firms Gain Marketable Options," Quoted, In Business Magazine (February 2013)
- "Snell & Wilmer Launches Social Media Campaign," Quoted, Phoenix Business Journal (December 9, 2011)
- "To License or Not to License (and what you need to know if you do)," Co-Presenter, Small Business

Development Center (SBDC), City of Chandler, TechEDge (October 11, 2011)

- "Giving Back: The Business of Doing Good," Quoted, In Business Magazine (April 29, 2011)
- "Managing Your IP Portfolio Through Economic Challenges," Presenter, Snell & Wilmer (June 2010)
- "IP Considerations," 2010 Mergers and Acquisitions Roundtable (February 10, 2010)
- "Social Media," Executive Forums Special Event (November 17, 2009)
- Dozens of other presentations and publications in the area of building and protecting brands, cyberspace, preparing companies' IP portfolios and liabilities for sale or investment

Professional Recognition & Awards

- The Best Lawyers in America[®], Trademark Law (2012-2020), Intellectual Property Litigation (2013-2020)
- The Best Lawyers in America[®], Business Edition, Intellectual Property Law (2012)
- Southwest Super Lawyers[®], Intellectual Property (2007, 2010, 2013)
- Super Lawyers[®], Intellectual Property - Business Edition (2011)
- Super Lawyers[®], Intellectual Property - Corporate Counsel Edition (2008, 2010)
- Ranking Arizona: The Best of Arizona Attorneys, Information Technology Law (2010-2011)

Community Involvement

- Arizona Sports & Entertainment Commission, Board of Directors, Chair of Governance (2012-2014)
- Rosie's House, Board of Directors (2003-2015); President's Council (2016-present)
- Crisis Nursery, Board of Directors, President (2007-2015)
- Cub Scouts Pack 618 (2006-2012)
- Volunteer Lawyers Program Clinic

Other Professional Experience

- U.S. Steel, Process Control Engineer, Operations Coordinator
- Bailey Engineers, Sales Engineer

Bar Admissions

- Arizona
- United States Patent and Trademark Office

Court Admissions

- Supreme Court of Arizona
- United States District Court, District of Arizona