

Snell & Wilmer



Dax Alvarez

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Main Bio

Dax Alvarez is a member of the intellectual property practice group and offers 20 years of experience in trademark law. He concentrates his practice on trademark counseling, prosecution, licensing, litigation, rights of publicity and Internet domain name matters. Dax 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. Dax 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.

Dax 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, Dax 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.

Education

- The Catholic University of America, Columbus School of Law (J.D., 1995)
- University of Maryland (B.A., 1992)

Professional Memberships & Activities

- International Trademark Association
- American Bar Association

Representative Presentations & Publications

- "New Generic Top-Level Domains: Novel Procedures and Narrow Protections for Trademarks," Author, Inside the Minds, Recent Trends in Trademark Protection, Thomson Reuters (2012)
- "Trademarks 101," Presenter, Stanford-Tsinghua MBA Exchange Program

Community Involvement

- West Los Angeles School, Parent Volunteer
 - Fundraising
 - Annual Festival
 - Youth Sports Coach
- West Los Angeles Youth Sports Coach

Other Professional Experience

- Blakely Sokoloff Taylor & Zafman, Partner (1998-2015)
- United States Patent and Trademark Office, Examining Attorney (1996-1998)

Bar Admissions

- California
- Maryland

Court Admissions

- Supreme Court of California
- United States District Court, Central District of California
- United States District Court, District of Maryland
- Court of Appeals of Maryland