

Snell & Wilmer



R. Lee Fraley, P.C.

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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, trade secret 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. As to trademarks in particular, Lee advises the above clients during all stages of securing US and foreign trademark protection, is also actively involved in opposition and cancellation proceedings before the Trademark Trial and Appeal Board, and manages other contentious trademark proceedings in the United States and around the world. Lee's practice also heavily involves negotiating and counseling his clients with regard to a variety of transactional matters such as acquisitions, venture-capital/financing and related due diligence, and negotiating research and development, licensing and other commercialization agreements.

He has handled these types of matters for clients in a variety of industries, with particular emphasis in electronics and semiconductors, medical devices, software including SaaS/PaaS, telecommunications, IT and cloud-based networking and services, crowd-sourcing applications, gaming, retail/franchising, sports and entertainment, music, renewable energy, unmanned and other autonomous vehicles, cannabis/CBD, 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*)
- Duquesne University (M.B.A.)
- West Virginia Institute of Technology (B.S.E.E., *magna cum laude*)
 - Eta Kappa Nu (national electrical engineering honor fraternity)
 - Tau Beta Pi - The Engineering Honor Society

Professional Memberships & Activities

- Maricopa County Bar Association
- Arizona Association of Defense Counsel
- Arizona Celtic Bar Association
- Golden Bear Alumni Legacy Circle
- The Duquesne Society
- Arizona Entrepreneurs Organization, Firm Liaison (2002-2011)
- Arizona Tech Council, Firm Liaison (2004-2010)
- Lex Mundi Institute, Graduate
- Invest Southwest 2009 & 2010 Mentor Teams

Representative Presentations & Publications

- "[Home of the Free, Land of the Waive? Patent Waivers in the Time of COVID-19](#)," Co-Author, Snell & Wilmer Global Connection Newsletter (June 23, 2021)
- "Intellectual Property Roundtable," Moderator, Snell & Wilmer Virtual CLE Series (June 15, 2021)
- "[IP Ownership in Remote Work Environments](#)," Co-Author, Bloomberg Law (June 11, 2020)
- "[The Home Office](#)," Co-Author, Intellectual Property Magazine (June 1, 2020)
- "[How to Best Navigate Infrastructure and IT Agreement Issues in the WFH Environment](#)," Co-Author, Law.com Legaltech News (May 6, 2020)
- "[Enhanced IP Ownership Concerns in a Remote Work Environment](#)," Co-Author, Snell & Wilmer Legal Alert (April, 2, 2020)

- "[West Virginia University Alumni Spotlight](#)," Featured, West Virginia University Institute of Technology (December 10, 2019)
- "[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

- AZ Business Leaders, AZ Business Leaders Magazine (2024)
- The Best Lawyers in America[®], Trademark Law (2012-2024), Intellectual Property Litigation (2013-2024)
 - Phoenix Lawyer of the Year, Intellectual Property Litigation (2022)
- World Trademark Review 1000 (2016-2024)
- IAM Patent 1000 (2021-2023)
- The Best Lawyers in America[®], Business Edition, Intellectual Property Law (2012)
- Southwest Super Lawyers[®], Intellectual Property (2007, 2010, 2013, 2024)
- 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

- Miracle League of Arizona, Board of Directors (2022 - Present)

- 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)
- Arizona Foundation for Legal Services - Founding Next Generation Fellow
- Crisis Nursery, Board of Directors, President (2007-2015)
- Cub Scouts Pack 618 (2006-2012)
- Volunteer Lawyers Program Clinic

Previous 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

Client News

- Snell & Wilmer Advises Motorsport Images in Sale to Getty Images
- Snell & Wilmer Advises Federal Software Provider Integrated Data Services in Its Sale to Private Equity Firm Arlington Capital Partners
- Snell & Wilmer Advises Motorsport Network in Sale of Controlling Stake in World's Largest Independent Motorsport Racing and Automotive Media Platform
- Snell & Wilmer Represents Leading Influencer Media Firm Mom Media in Acquisition by Everyday Health Group
- Snell & Wilmer Represents Home Owner Association Management Company RealManage in Strategic Partnership with American Securities
- Snell & Wilmer Represents Cannabis Company True Harvest in Acquisition by The Greenrose Holding Company, Inc.
- Snell & Wilmer Advises Solar Sales Platform and Marketplace Quativa as it Secures \$7 Million Series A Financing Round Led by Blueprint Equity
- Snell & Wilmer Represents Contract Development and Manufacturing Organization Drug Delivery Experts in Acquisition by Pace Analytical