

# Snell & Wilmer

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## **Dax Alvarez, P.C.**

Partner | Reno | Los Angeles

Tel. 775.785.5410 RNO

Tel. 213.929.2509 LA

[dalvarez@swlaw.com](mailto:dalvarez@swlaw.com)

## **Main Bio**

Dax 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. 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. In recognition of his trademark law experience, Dax was named to the World Trademark Review (WTR) 1000 list in 2023.

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.

## **Representative Experience**

- Serves as primary outside worldwide trademark counsel for an international natural food manufacturer and distributor, providing trademark clearance, selection, prosecution, enforcement, and litigation services for its entire range of products and services worldwide
- Serves as primary outside trademark counsel for an international publishing company, providing support with respect to trademark clearance, selection and prosecution matters in addition to the company's trademark enforcement and litigation matters stretching across its entire range of products and services
- Serves as primary outside trademark counsel for a manufacturer and distributor of baking ingredients, providing trademark due diligence, clearance, selection, prosecution, enforcement, and litigation services for its entire range of products and services worldwide

- Serves as primary outside trademark counsel for an independent creative rights company, providing support with respect to trademark clearance, selection, prosecution, acquisition, enforcement, and licensing across its entire range of products and services worldwide
- Serves as primary outside worldwide trademark counsel for a custom skincare provider, assisting with trademark clearance, selection, prosecution, enforcement, licensing, and litigation services for its entire range of products
- Serves as primary outside worldwide trademark counsel for a denim apparel company, assisting with enforcement actions and acquisitions of rights worldwide

## **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**

- "How to Build and Protect Your Brand," Co-Presenter, Colorado Small Business Development Center Webinar (November 12, 2020)
- "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

## **Professional Recognition & Awards**

- World Trademark Review 1000 (2022-2023)

## **Community Involvement**

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

## **Previous Professional Experience**

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

## **Bar Admissions**

- California
- Maryland
- Nevada

## **Court Admissions**

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