

Snell & Wilmer



Dax Alvarez, P.C.

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Main Bio

Dax Alvarez is a member of the intellectual property practice group with over 25 years of experience in trademark law. Focusing in trademark counseling, prosecution, licensing, litigation, rights of publicity, and Internet domain name matters, Dax has become a trusted advisor for clients across various industries, including technology, apparel, consumer products, entertainment, and food and beverage sectors. With a keen eye for detail and a passion for building and protecting brands, Dax guides clients through all stages of securing U.S. trademark protection and coordinates the filing and prosecution of foreign trademark applications.

Having managed numerous U.S. and international trademark portfolios, Dax is renowned for his strategic approach in formulating filing, protection, and enforcement strategies. His extensive transactional experience includes negotiating and preparing licensing, coexistence, and settlement agreements, further solidifying his reputation as a leader in the field of trademark law. Recognized for his exceptional contributions, Dax was honored to be named to the prestigious World Trademark Review (WTR) 1000 list in 2023.

Beyond his professional achievements, Dax's journey to becoming a prominent trademark attorney is marked by resilience and determination. As a first-generation college graduate, he initially pursued a career in medicine before transitioning to law, drawing on his science background and internship experience at the United States Patent and Trademark Office. His genuine interest in the business and deal aspects of trademark law, coupled with his dedication to helping clients build and protect their brands, reflects his commitment to delivering practical, efficient, and cost-effective solutions.

In addition to his legal knowledge, Dax is known for his personalized approach to client relationships, making it a priority to understand their needs both personally and professionally. Regularly engaging with clients in social settings, he fosters long-lasting connections and strives to offer tailored solutions to their challenges. Dax's dedication to providing exceptional service and his unwavering commitment to his clients' success make him an invaluable asset to our team and the clients we serve.

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.)
- University of Maryland (B.A.)

Professional Memberships & Activities

- International Trademark 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 (2022-2024)
- Top Rank Attorney, Nevada Business Magazine (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