

# Snell & Wilmer

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## Haley M. Breedlove

Associate | Phoenix

Tel. 602.382.6935

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

### Main Bio

Haley Breedlove focuses her practice in intellectual property including providing IP counseling for developing and implementing strategies to protect and enforce intellectual property rights, drafting and prosecuting patent and trademark applications, and drafting contracts related to IP transfer, licensing, and enforcement.

Haley also assists clients with internet-related intellectual property issues, including domain name enforcement, disputes with the Uniform Domain-Name Dispute-Resolution Policy (UDRP), and other internet takedown procedures and strategies. Further, Haley assists clients with trademark clearance, prosecution, counseling and enforcement, IP due diligence and review for corporate transactions, contracts, assignments, transfer, licensing, and enforcement.

Haley's experience in patent protection and enforcement includes computer software and electrical devices, including electric vehicle and battery related technology, AI, blockchain, cryptocurrency, electronics, processor and memory systems, wireless technology, medical devices, and cryogenic storage.

Prior to joining Snell & Wilmer, Haley was a technical advisor assisting with patent litigation in the areas of mobile advertising, cellphone cameras and data transfer, smart speakers, smart home devices, printers, enterprise routers/switches, data storage devices, distributed computer processing, and VoIP/web conferencing.

### Education

- University of New Hampshire School of Law (J.D.)
  - Symposium Editor, UNH IDEA: The Law Review of the Franklin Pierce Center for Intellectual Property
  - Vice President of Winter Affairs, UNH Law Outdoors Club
  - Member, Student Intellectual Property Law Society (SIPLA)
  - Intellectual Property Certificate
  - Sports Law Certificate
- University of New Hampshire (B.S., Electrical Engineering)
  - Assistant Project Lead and Electrical Engineering Team Lead, Senior Capstone, ET-NavSwarm: Swarm Rover Development
  - Division 1 Women's Ice Hockey

## Professional Memberships & Activities

- State Bar of Arizona, Intellectual Property Section (2021-Present)
  - Executive Committee (2023-Present)
- International Trademark Association (INTA) (2022-Present)
  - Internet Committee (2024-Present)
- Society of Women Engineers, Member (2012-2016, 2023-Present)

## Representative Presentations & Publications

- [“Facing the Issue: San Francisco Bans City Use of Facial Recognition Technology,”](#) Co-Author, S&W Cybersecurity and Data Privacy Law Blog (July 12, 2019)

## Previous Professional Experience

- DiNovo Price LLP, Patent Litigation Technical Advisor (2016-2021)
- Snell & Wilmer, Summer Associate (2019 - 2020)
- IT Business Services Center, Student Contract Analyst (2015-2016)
- Mercedes-Benz Research and Development, Intellectual Property and Patents Intern (2015)

## Bar Admissions

- Arizona
- United States Patent and Trademark Office

## Court Admissions

- Supreme Court of Arizona