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We are pleased to announce that **Joel Riff** has joined Hoge Fenton Jones & Appel as **Co-Chair** of our **Intellectual Property Group**.

Joel joins the firm with more than 25 years of law practice experience, most of which has been focused on licensing and other technology-related transactions in Silicon Valley. Previously he was a partner at GCA Law Partners (formerly General Counsel Associates) in Mountain View. Prior to that he was a partner and head of Fenwick & West's Licensing and Online Commerce Group in Palo Alto.

Hoge Fenton's Intellectual Property Group, co-chaired by Joel and Stephanie Sparks, will continue to focus on commercializing and protecting the intellectual property rights of our clients, from large corporations to small business and individuals, through transactional work, dispute resolution and litigation, securing trade secrets, trademark and copyright registration, data security breach prevention and crisis response, IP audits, and strategic counseling. We take the time to understand our clients' business objectives and to address their legal challenges in a cost-effective manner.

You can reach Joel directly at:

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[Click here to view Joel's bio](#)

Hoge Fenton communicates periodically by e-mail with our clients, friends and professional colleagues. If you know of anyone who could benefit from this information, you may forward this e-mail to them, or they may sign up to receive such information directly by sending an e-mail with the word "add" in the subject line and their name and other contact information in the body to info@hogefenton.com.

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