

HOGGE ■ FENTON



DANA BRODY-BROWN

COUNSEL

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PRACTICE OVERVIEW

Dana Brody-Brown is an experienced IP and brand management attorney with a special focus in the areas of trademark counseling and prosecution, including trademark audits, portfolio analysis and strategic counseling, selection and searching of trademarks, domestic and worldwide registration and enforcement, domain name issues, and licensing.

Dana handles trademark disputes, including domain name issues and opposition and cancellation proceedings before the Trademark Trial and Appeal Board of the United States Patent & Trademark Office. She has counseled a wide array of clients ranging from start-ups to well-known and established companies in varied industries including consumer electronics, semiconductors, software, medical devices, banking, fashion, and consumer products. She also has experience and a particular interest in the areas of advertising and marketing law and counsels clients regarding trademark and consumer issues raised by advertising and marketing and how those issues can be addressed.

Prior to Hoge Fenton, Dana practiced at large national & international firms and worked in the private sector for the National Association for Public Interest Law (now Equal Justice Works) in Washington, D.C.

REPRESENTATIVE MATTERS

- Searched and cleared new trademarks and advised clients regarding risk assessment and use in worldwide advertising, marketing and sales
- Strategically planned and prosecuted worldwide filing programs to obtain trademark registration in every country with a trademark registration system
- Won domain name disputes through the Uniform Dispute Resolution Procedure
- Acquired trademarks and domain names from third parties
- Drafted and negotiated trademark licenses, assignments, co-existence agreements, and other related agreements
- Performed trademark audits and IP due diligence in anticipation of corporate transactions
- Provided review and counseling for major television and print advertising campaigns

MEMBERSHIPS AND AFFILIATIONS

- International Trademark Association, Bulletin Committee, Member (2010-2012)
- Santa Clara County Bar Association, High Technology Law Executive Committee Vice-Chair 2009, Palo Alto Trustee 2013

PUBLICATIONS

- Interview, *"Superwomen JDs and What You Can Learn From Them: Featuring Dana Brody-Brown of Lewis and Roca LLP,"* Ms. JD online publication, August 2009

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ARTICLES

- Co-Author, [*Your IP is a Tremendous Asset in a Down Economy*](#), May 27, 2020
- Author, [*"Protect Your Brands in Overseas Markets"*](#), January 2018
- Co-Author, [*"Trademark Disparagement Clause Violates the First Amendment"*](#), June 2017
- Author, [*"Raise Your Right Hand and Register: Two Significant Changes in Trademark Use Requirements"*](#), June 2017
- Author, [*"Brexit Implications for IP Owners in Europe"*](#), July 2016
- Author, [*"What is Brewing in Legal Matters Involving Branding for the Beer and Beverage Industry"*](#)
- Author, [*"Trademark Strategy Just Got More Complicated"*](#)
- Author, [*"Is Your Trademark Portfolio Keeping Pace with Tech"*](#)

SPEAKING ENGAGEMENTS

- Speaker, *Protect Your IP While Doing Business in China*, Hoge Fenton, October 13, 2020
- Speaker, *The Supreme Court Speaks on Trademark Profits and Defense Preclusion: Is the Takeaway "Anything Goes"?*, California Lawyers Association, June 17, 2020
- Speaker, *Don't Leave Money on the Table! IP Strategies to Grow Profits and Maximize Value*, Hoge Fenton, October 23, 2019
- Speaker, *Why IP? Critical Copyright, Trademark, and Patent Law! Finally, a Seminar for Non-Intellectual Property Lawyers*, Monterey County Women Lawyer's Association, March 28, 2019
- Speaker, *Trademark Issues in Education*, San Jose Evergreen Community College District, November 13, 2018
- Panel Speaker, *IP Year in Review* (Trademark Speaker), Santa Clara County Bar Association, January 22, 2018
- Speaker, *Intellectual Property Essentials for Emerging Businesses*, ASL Emerging Business Group, February 23, 2017
- Moderator, *"Tips & Tools to Manage Trademark Projects"*, INTA / USPTO Roundtable, October 6, 2016
- Moderator, INTA / USPTO Roundtable, September 22, 2016
- Panel Speaker, *Trademark and Copyright Year in Review*, Santa Clara County Bar Association High Technology Law Section, January 2009
- Presenter, *U.S. Trademark Prosecution, U.S. Trademark Practice for Paralegals*, South San Francisco, CA, June 2008
- Panel moderator, *Opinion of Counsel after Seagate*, Santa Clara County Bar Association High Technology Law Section, May 2008
- Interview, *How to Use Your Trademark & Copyright Assets to Generate Additional Sources of Revenue*, The Wealth Spa, Voice of America radio broadcast, 2008

PRACTICE AREAS

Intellectual Property
Trademark Counseling and Protection

EDUCATION

J.D., Boston University School of Law
B.A., University of Texas, Plan II Honors Program

ADMISSIONS

California