

LEWIS AND ROCA LLP

PROTECTING AND DEFENDING CREATIVE SPIRITS WORLDWIDE



Focus Forward

**LEWIS
AND
ROCA**
LLP
LAWYERS

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Lewis and Roca's intellectual property team is nationally recognized and represents some of the most famous brands in the world in technology, hospitality, entertainment, financial services and other industries. With a team of 25 full-time intellectual property attorneys, including nine in Nevada, our team helps companies, from startups to multinationals, clear, register and enforce their intellectual property rights throughout the United States and the world.

We are different from other intellectual property practices.

We develop long-term client relationships that last decades. We invest substantial time—at our expense—learning about our clients' business and understanding our clients' goals. We visit our clients often and at our own cost. Our focus is on helping our clients achieve their goals, and we utilize a proactive, practical and creative approach. We leverage our relationships with other intellectual property firms around the world to

provide seamless integration with our practice so we become a one-stop shop for all our clients' intellectual property needs.

Our well-rounded lawyers handle a variety of issues.

We believe in developing attorneys who love what they do and are always interested in the big picture. From our viewpoint, intellectual property attorneys with narrow niches cannot offer clients the perspective of an attorney who has handled both prosecution and litigation. Our lawyers have a breadth of experience and work with each other to ensure that our clients benefit from our collective experience. When you hire one of us, you hire hundreds of years of combined knowledge.

We are big-firm lawyers without big-firm fees.

We provide the same level of experience and sophistication as law firms in large cities, but we do it



without breaking the bank. Our intellectual property attorneys come from some of the top firms in New York, Chicago, Los Angeles, Silicon Valley and Washington, D.C. However, by working with our firm, our clients aren't paying for big-city office spaces, salaries and related overhead expenses. Instead, our clients are paying for the same caliber of lawyer—just in a different place. The cost savings are reflected in our rates and our alternative-fee structures.

Our national reputation speaks.

Lewis and Roca has the cache of a national firm. Lewis and Roca's intellectual property practice is nationally ranked, and in fact, often ranks higher than large, well-known national law firms. We have been listed as a Top 10 trademark litigation practice in the United States for most of the past five years, according to Martindale Hubbell.

Trademark Insider consistently ranks our firm among the top trademark prosecution practices in the United States in volume of trademark applications. We represent companies that are leaders in their industries, including technology (wireless, memory and semiconductor companies), entertainment and media (television networks, Internet companies and publishers), hospitality (hotels, gaming companies and national restaurant chains), financial services (credit-card processing and digital-payment providers) and many others.

Although we are based in the Southwest, our clients are everywhere, and we are everywhere with them. ■

OPPOSITE PHOTO: Lewis and Roca's Intellectual Property Team in Nevada: (clockwise from back row) Priyanka Menon,

West Allen, Nikkya Williams, Linda Norcross, Tammy Bunch, Jonathan Fountain, Stephanie Buntin, Michael McCue and John Krieger.

ABOVE PHOTO: Michael McCue (left) is the leader of Lewis and Roca's Intellectual Property and Technology Practice Group. Michael has litigated hundreds of intellectual property cases, including cases involving some of the most famous trademarks in the world. Michael provides counseling, prosecution, enforcement, transactions and litigation in the areas of trademarks, copyrights, trade secrets and related rights.

West Allen (right) focuses his intellectual property practice on strategic counseling and related federal litigation. He is a principal author of U.S. District Court District of Nevada Local Rules of Practice for Patent Cases.