

PRACTICES

Global Trademark Brand Management
Intellectual Property
Intellectual Property Litigation
International Services
Cross-Border Transactions
Private Client

INDUSTRIES

Technology
Food, Beverage, and Consumer Products
Fitness and Outdoor Recreation
Healthcare
Energy and Resources
Aerospace and Defense

EDUCATION

University of Denver Sturm College of Law, J.D.
Transportation Law Journal, Executive Editor

University of Colorado, B.S.B.A.

BAR ADMISSIONS

California
Colorado

COURT ADMISSIONS

U.S. District Court for the Northern District of California
U.S. District Court for the Central District of California
U.S. District Court for the District of Colorado
U.S. Court of Appeals for the Ninth Circuit
U.S. District Court for the Southern District of California

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Partner

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Fortune 100 through emerging high-growth companies rely on Alex for strategic consulting to procure, protect, and optimize their brands.

As a versatile, trusted advisor, Alex counsels domestic and international clients on a broad spectrum of trademark portfolio management issues, including clearance, prosecution, enforcement, and litigation. He also helps clients navigate difficult copyright, internet, and advertising issues.

He works with founders and leaders of emerging companies to select and chart a course for strategic brand development. Alex also guides well-established national and international brands to enhance protection and enforcement with innovative solutions to combat infringement and counterfeiting.

An effective advocate, Alex represents clients in enforcement proceedings before the Trademark Trial and Appeal Board and in trademark and copyright litigation and appeals throughout the United States.

EXPERIENCE

- Strategic Trademark and Copyright Portfolio Management
- Trademark and Copyright Enforcement Programs
- Trademark Trial and Appeal Board Proceedings
- Trademark and Copyright Litigation
- Domain Name Policing and Management Strategies
- Intellectual Property Licensing
- IP Due Diligence and Acquisition Counseling

RECOGNITION

- *5280 Magazine* Top Lawyers, Intellectual Property: Trademark, 2019, 2021-2026
- International Trademark Association (INTA): Advancement of Association Objectives Award, 2026
- *World Trademark Review 1000 - The World's Leading Trademark Professionals*, Colorado, Bronze Band, 2019; Silver Band, 2020-2025

"Alex Garcia is an excellent attorney and a go-to for US trademark work. He can service clients across all trademark issues and always provides

advice that is timely, professional and showcases his commercial awareness as well as his ability to keep costs low." (WTR 1000-2024)

PROFESSIONAL AND CIVIC AFFILIATIONS

- International Trademark Association (INTA) Leadership Committees:
    - Leadership Development Committee, Annual Meeting Subcommittee, 2022-Present
    - Law Firm Committee, Communications Subcommittee, 2020-2022
    - ICANN Compliance and Accountability Subcommittee, 2018-2020
    - Internet Committee, Domain Metrics Subcommittee, 2016-2018
    - The Trademark Reporter® Committee, 2012-2016
- Growe Foundation (Garden to Table), Board of Directors, 2021-2022
- Colorado Dragon Boat (Colorado Dragon Boat Festival), Board of Directors, 2019-2021