



## ALEJANDRO (ALEX) J. FERNANDEZ SHAREHOLDER

"Experienced and versatile, Alex offers clients a thoughtful and balanced approach to protecting their intellectual property."

Clients hire Alex to creatively and strategically protect their most valuable brands and products. Because of his experience and collaborative approach, other law firms also retain Alex to represent their clients with IP needs.

Alex is a board certified expert in intellectual property law. He passionately litigates patent, trademark, trade dress, copyright and cybersquatting disputes. Alex is especially at home in Florida's district courts, where he's distinguished himself by successfully arguing numerous times before federal judges and magistrates.

Alex is also an experienced patent attorney that ably applies his litigation experience to drafting heavy-duty patents. He's prosecuted patents involving mechanical, fluid power, medical, energy and consumer devices. He also represents clients in transactions involving patents, trademarks and copyrights.

### EXPERIENCE | LEGAL

#### Brinks Gilson & Lione

Shareholder, 2018-Present

Partner, 2016-2017

**Feldman Gale, P.A.**, Tampa, Florida

Managing Partner, 2010-2016: Chair of Trademark Group

**Broad and Cassel**, Tampa, Florida

Of Counsel; IP Practice Group Chair, 2007-2010

**Shumaker, Loop & Kendrick, LLP**, Tampa, Florida

P 813.275.5022 F 813.275.5021  
AFernandez@brinksgilson.com

401 East Jackson Street | Suite  
3500  
Tampa, Florida 33602

### EDUCATION

J.D.

University of New Hampshire  
School of Law (formerly Franklin  
Pierce Law Center), 2001

B.S., Biology, Minor Chemistry  
Palm Beach Atlantic College, 1998

### BAR ADMISSIONS

Board Certified in Intellectual  
Property Law, Florida Bar  
Florida

Illinois

U.S. Patent & Trademark Office

Patent Counsel, 2005-2007

**Brinks Gilson & Lione**, Chicago, Illinois  
Associate, Summer Associate and Law Clerk, 2000-2005

## EXPERIENCE | CLERKSHIPS AND INTERNSHIPS

**U.S. Court of Appeals, Federal Circuit**  
Judicial Intern, Chief Judge Randall Rader, 2000

**Garrigues, Anderson, Patentes, y Marcas (Arthur Anderson Worldwide)**, Madrid, Spain  
Law Clerk, Summer 1999

## PRACTICE GROUP(S)

Litigation  
Patent Prosecution  
Trademarks & Unfair Competition

## AREA OF FOCUS

Green Technology  
Mechanical  
Medical Device

## FORWARD THINKING

### Alerts

- Give Me a ©!: U.S. Supreme Court Set to Determine the Proper Test for the Separability of Design Features from Useful Articles under §101 of the Copyright Act - *August 24, 2016*

### Presentations

- "2017 Litigation Update," Brinks Webinar, June 14, 2017
- "Trademark Law", Hillsborough County Bar Association, Speaker, 2012
- "The Venture Capitalist Is In", BioFlorida, Moderator, 2011

## HONORS

- *Best Lawyers in America*, Litigation-Intellectual Property, Litigation-Patent, Trade Secrets Law, 2016-2018
- IP Star, *Managing Intellectual Property* magazine, 2013-2017
- *Super Lawyers*, 2010-Present
- *Florida Trend Legal Elite*, 2012, 2016

## AFFILIATIONS

- Florida Bar IP Board Certification Committee, 2008-2014

## REPRESENTATIVE MATTERS

- Representing defendant firearms parts manufacturer in utility and design patent infringement litigation.
- Secured acknowledgement of validity and infringement of client's trademarks after three days of a ten day trial; multiple sanctions and a preclusion order against defendants; and summary judgment on more than 25 counterclaims asserted by defendants.
- Secured cancellation of all patent claims of patent owner in

*Inter Partes* Review before Patent Trial and Appeal Board of U.S. Patent & Trademark Office.

- Represented plaintiff medical device company in successfully asserting patent against competitor, including securing sanctions award for discovery abuses by defendants.
- Represented plaintiff vapor cigarette company in multi-national trademark action, including taking of depositions in Copenhagen, Denmark.
- Represented plaintiff vapor cigarette company in seizure of domain name and shut down of website owned by company perpetrating bait-and-switch fraud.
- Secured Temporary Restraining Order and *ex parte* seizure orders for counterfeit cosmetics in Las Vegas trade shows.
- Secured dismissal of patent infringement lawsuit against financial institution.
- Provided extensive due diligence counsel and assessment to private equity group in connection with acquisition of portfolio of 400 families of patents in telecommunications/wireless industry.
- Drafted and prosecuted numerous seating related patents, which were then purchased by a top seating manufacturer.
- Drafted and prosecuted complex hydraulics-related patents for publicly traded fluid power company.