



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

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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

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

- "Essential IP and Related Transactions," Florida Bar Association, Speaker, April 5, 2018
- "IP Essentials in Advertising," American Advertising Federation, Speaker, March 22, 2018
- "2017 Litigation Update," Brinks Webinar, Speaker, 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

LANGUAGES

- Spanish

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.