

Alexis K. Juergens

Senior Counsel

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Alexis Juergens is an intellectual property litigator, regularly representing organizations in patent, trademark, trade dress, false advertising, unfair competition, copyright, and trade secret litigation throughout the United States. She has extensive experience practicing in forums throughout the United States, including litigation in front of the International Trade Commission. Alexis manages every aspect of complex intellectual property disputes from early case assessments and discovery to trial preparation and courtroom advocacy. With extensive experience in intellectual property litigation, Alexis excels in formulating effective legal strategies that are tailored to protect client's innovations as well as defend clients against any intellectual property claims brought against them. Alexis' attention to detail allows her to meticulously manage discovery, help identify key expert witnesses, take and defend depositions, and craft persuasive arguments that resonates with judges. Her experience allows her to successfully resolve cases while ensuring the resolution aligns with her clients broader business goals.

Alexis has represented and advised clients in diverse industries and technologies, including home fitness technology, robotic process automation, home automation and security, IoT, automotive, solar, and fashion and beauty. She is a member of the firm's IP Litigation Practice Group, Trademark, Copyright & Advertising Litigation Practice Group, Patent Litigation Practice Group, and Foley's Fashion, Apparel & Beauty Industry Team.

Prior to Alexis' legal career, she was a Division I swimmer, winning three conference championships in her undergraduate career.

Representative Experience

- Represented a leading fitness company in patent, trademark, trade secret, advertising, and unfair competition lawsuits in courts across the United States.

- Represented a leading home automation and security system provider in U.S. Patent infringement litigation.
- Represented a multinational software and information technology business in U.S. Patent infringement litigation.

Awards and Recognition

- Selected by *Utah Business Magazine* as one of the 30 Women to Watch, 2024
- *Super Lawyers®* Rising Stars (2023)
- CALI Excellence for the Future Award in Trademark Law, Intellectual Property Seminar, and Judicial Process
- OAA Award for Most Outstanding Performance in Copyright Law

Affiliations

- Pathfinder, Leadership Council on Legal Diversity (2023-2024)

Community Involvement

- Board Member, Asian Association of Utah
- Vice President, David K. Winder Intellectual Property American Inn of Court (2024-present)
- Mentor, Women Who Succeed (2023-present)
- Secretary, David K. Winder Intellectual Property American Inn of Court (2023-2024)

Presentations and Publications

- Co-author, "Protecting Essential Information About Genetic Variants as Trade Secrets: A Problem for Public Policy?", *Oxford Journal of Law and the Biosciences* (December 2018).

Sectors

- [Fashion, Apparel & Beauty](#)

Practice Areas

- [IP Litigation](#)
- [ITC Section 337 Proceedings](#)
- [Intellectual Property](#)

Education

- University of Utah S.J. Quinney College of Law (J.D., high honors, 2018)
 - Executive managing editor, *Utah Law Review*
 - Best Oralist from the University of Utah, Intellectual Property Moot Court
 - S.J. Quinney Biolaw Fellow
- Northern Arizona University (B.S., magna cum laude, 2015)
 - Criminology and Criminal Justice: minors in biology and English

Admissions

- Utah
- United States Court of Appeals for the Federal Circuit
- Eastern District of Texas
- Western District of Texas