

# LEWIS ROCA ROTHGERBER LLP

2014



## LEWIS ROCA ROTHGERBER

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**L**ewis Roca Rothgerber LLP's intellectual property team is nationally recognized and represents some of the most famous brands in the world. With a team of 40 full-time intellectual property attorneys, including six 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.

Our focus is to develop long-term client relationships that last decades. To do this, we invest substantial time—at our own expense—visiting our clients to better understand their businesses and goals. To achieve effective results, 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 Roca Rothgerber has the cache of a national firm. Our intellectual property practice is nationally ranked, and in fact, often ranks higher than large, well-known national law firms. *Corporate Counsel* magazine ranked our IP litigation practice #1 in the U.S. based on number of mentions among Fortune 500 companies. We have been listed as a Top 10 trademark litigation practice in the United States for most of the past five years by *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. ■

## Creating a Winning Legal Combination

Focus Forward

LEWIS  
AND  
ROCA  
LLP  
LAWYERS

+

RJL  
ROTHGERBER  
JOHNSON &  
LYONS LLP  
ATTORNEYS AT LAW

=

# LEWIS ROCA ROTHGERBER

### Combination Creates New, Stronger Law Firm Called Lewis Roca Rothgerber LLP

Lewis and Roca LLP, a Southwestern leader in representing businesses in intellectual property, litigation and complex real estate transactions, and Rothgerber Johnson & Lyons LLP, a century-old Rocky Mountain firm with nationally recognized litigation and banking practices, have officially combined forces on September 1, 2013 to become Lewis Roca Rothgerber LLP.

With 250 lawyers across six states, the new firm is one of the largest law firms in the Western U.S. with offices in Las Vegas, Phoenix, Denver, Tucson, Reno, Colorado Springs, Albuquerque, Silicon Valley and Casper.

"For the past few years, clients at both legacy firms have been asking us to help them face legal challenges across a broader geographic area," said Kenneth Van Winkle, Managing Partner of Lewis Roca Rothgerber (formerly Lewis and Roca's Managing Partner). "Joining forces with Rothgerber Johnson & Lyons allows us to answer this client need as a new firm. Our two firms were strong apart, and now we are even stronger together."

Lewis Roca Rothgerber also provides clients with an enhanced range of services in real estate, banking, insurance reorganization, corporate and securities, intellectual property, gaming, energy and utilities, and labor and employment. The combined firm is stronger in key industries as well—with broadened capabilities in insurance, financial institutions, energy infrastructure, mining, and religious institutions.