



## Lindsey Pho

### Associate

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#### Practice Areas

- Intellectual Property Strategic Counseling
- Intellectual Property Litigation
- Patent Litigation
- Trade Secrets and Unfair Competition
- Trademark and Trade Dress Litigation
- Trademarks & Copyrights
- Licensing
- Data and Privacy

#### Admissions:

- California
- Nevada
- U.S. District Court of California

#### Education:

- University of San Diego School of Law (J.D., 2013)
- University of California Los Angeles (B.A. 2008)

Lindsey Pho is an associate in the firm's Intellectual Property Group and Corporate practice groups. She is based in the Silicon Valley Office. Her concentration in law school was in intellectual property, and she found her most interesting and rewarding work as a young attorney representing friends and family in the fashion, yoga accessories and online merchandising industries. She counseled them on the development, management, and protection of their most valuable assets: their brands. Lindsey is dedicated to her clients and uses her experience and creativity to help set her clients up for success.

Lindsey has significant experience practicing before the U.S. Patent and Trademark Office (USPTO) in the filing and prosecution of trademark applications, and in handling proceedings before the Trademark Trial and Appeal Board (TTAB). Most recently, she participated in cancellation proceedings (resulting in the client's favor) to cancel a trademark registration infringing on a client's trademark, and in responding to an opposition of a client's pending trademark application.

Lindsey's experience from years of practice in civil litigation has helped her easily transition to intellectual property litigation, including patent and trademark cases and other intellectual property disputes such as trade secret misappropriation. Her primary goal is to find the most efficient and cost-effective means to resolve a dispute or problem for her clients.

Growing up and working in the Silicon Valley has provided Lindsey with a unique opportunity to work with many innovative clients. In addition to the protection and enforcement of intellectual property, Lindsey has helped her clients in the area of data privacy, drafting and implementing privacy policies that are up to date with the ever-changing federal, state, and international regulations.

**Representative Experience:**

- Representing a small business in a trade secrets misappropriation and unfair competition case pertaining to recipes and the methodologies of preparing drinks and desserts
- Representing an international apparel company in intellectual property counseling and trademark enforcement and defense, including pre-litigation enforcement, filing DMCA takedowns and Amazon takedowns
- Worked with a cloud-based animation start-up to draft and implement privacy policies, drafted terms of use, beta testing agreement and application programming interface (API) license agreement

**Community Involvement:**

- Asian Pacific American Bar Association of Silicon Valley, Executive Board
- National Conference of Vietnamese Attorneys, Board of Directors
- Vietnamese American Professional Women, Board Member and Mentorship Committee Co-Chair
- Extern to the Honorable Vanessa A. Zecher
- Santa Clara County State Bar Association, Member
- 200-hour certified yoga instructor (2016-present)