

Alex P. Garens

Partner

Boston, MA | (617) 345-4872

agarens@daypitney.com

Overview

Alex Garens advises corporations across diverse industries on various issues at the intersection of intellectual property and technology. He assists clients on trademark, copyright and advertising issues and regularly guides clients throughout the lifecycle of brand management: identifying, clearing and securing protection for intellectual property assets, as well as developing and implementing a global brand strategy for the continued management, expansion, protection and enforcement of their intellectual property rights.

Alex assists clients with structuring, drafting and negotiating agreements and transactions that relate to intellectual property, technology and privacy, such as licenses, SaaS agreements, services agreements, data privacy agreements and addendums, terms of use agreements, sponsorship and co-promotion agreements, sweepstakes and promotional contest rules, among other commercial agreements and internal company resources for data privacy compliance and best practices.

Alex is proficient in Spanish and Japanese.

Firm Leadership:

- Leader, Trademark, Copyright and Advertising Practice

Practices & Industries

Artificial Intelligence

Intellectual Property & Technology

Technology, Telecommunications & Outsourcing

Trademark, Copyright & Advertising

Education and Credentials

Education

Boston University School of Law, J.D., *cum laude*

University of Wisconsin, Madison, B.A.

Admissions

Commonwealth of Massachusetts

Affiliations

Boston Bar Association, Intellectual Property Law Section

International Trademark Association (INTA)

Languages

Spanish

Japanese

Recognition and Community

No aspect of this advertisement has been approved by the highest court of any state. Prior results do not guarantee a similar outcome. See Awards Methodology.

Recognitions

Named a Rising Star Winner for Massachusetts by the New England Legal Awards, 2026

Ranked in *World Trademark Review 1000 – The World's Leading Trademark Professionals* (Globe Business Media Group), 2021-2025

Insights

Investment Trends in Sports, Media, and Entertainment in an Evolving Landscape
Generations January / February, February 10, 2026

"Beacon Awards," Boston Bar Association
January 18, 2024

The 2023 Lavender Law Conference & Career Fair
July 24-26, 2023

"ICycle Spin-A-Thon," HomeStart
February 16, 2023

Day Pitney Sponsors Boston Bar Association's Beacon Awards for Diversity, Equity and Inclusion
January 19, 2023

Day Pitney Intellectual Property and Litigation Partners Host Cocktail Reception in Miami
November 16, 2022

Party of Five: Connecticut Is Latest State to Enact Comprehensive Consumer Privacy Law
June 28, 2022

OIG Issues Favorable Opinion to Physician-Owned Medical Device Company
June 28, 2022

Corn, Wheat, Hogs and … NFTs?
June 28, 2022

Additional Guidance From FDA on Importing Drugs From Canada
June 28, 2022

FTC and Breach Notification – Time to Review Your Incident Response Plan?
June 28, 2022

New Guidance Clarifies HHS's Position on Business Associates and HIPAA Transactions
March 29, 2022

Health Data Breaches Continued to Soar in 2021
March 29, 2022

Consumer Data Privacy Laws - Where Are We Now?
March 29, 2022

What the EEOC's Most Recent Advice on Accommodating Religion and COVID-19 Vaccinations Means in Healthcare
March 29, 2022

TECH Talks Trending at Day Pitney
March 29, 2022

OSHA Soliciting Input on COVID-19 and Workplace Safety
March 29, 2022

Generations Winter 2022 - NFTs Art Collectors: Caveat Emptor Applies
March 15, 2022

HHS Eases Prescribing Requirements for Opioid Addiction Medication
June 1, 2021

Updated Resources for Healthcare Providers
June 1, 2021

Potential Federal Privacy Bill
June 1, 2021

Supreme Court Resolves Circuit Split and Narrows the Scope of the TCPA
June 1, 2021

More Regulation for Urgent Care and Retail Clinics?
June 1, 2021

OIG Increases Oversight of Telehealth Services
June 1, 2021

Fifth Circuit Weighs In on HIPAA Penalties Due to Data Breaches
March 25, 2021

In Response to Extensive Lobbying, Congress Recalibrates Medicare Physician Fee Schedule for 2021
March 25, 2021

The Long-Awaited HIPAA Proposed Rule Promises Enhanced Access Right
March 25, 2021

The Commonwealth of Virginia Enacts a Consumer Data Privacy Law
March 25, 2021

Day Pitney Continues Support of GLAD
October 30, 2020

Massachusetts Governor Issues COVID-19 Order No. 13 Identifying Essential Services to Remain Open
March 23, 2020

Businesses Face Increased Risk of Cybersquatting and Fraudulent Websites Exploiting the COVID-19 Pandemic
March 19, 2020

Draft Regulations Finally Provide Some Clarity on California's New Privacy Law
October 25, 2019

Day Pitney and the Association of Corporate Counsel Co-Host Program on Cultivating a Company's Brand
June 19, 2019

Sessions Issues Memorandum on Federal Marijuana Enforcement Policy
January 5, 2018

Trademark Protection in Cuba - Increased Trade on the Horizon
September 16, 2015

News

2026 New England Legal Awards Spotlight Day Pitney's Talent and Leadership
Day Pitney Press Release, October 9, 2026

Day Pitney Celebrates Multiple Honors in 2026 New England Legal Awards
August 13, 2026

Day Pitney Trademark Team Expands, Included in the 2026 World Trademark Review's WTR 1000 List
Day Pitney Press Release, January 30, 2026

Day Pitney Trademark Team Continues Streak in the 2025 World Trademark Review's WTR 1000 List
Day Pitney Press Release, February 13, 2025

Day Pitney's Trademark Team Recognized in 2024 World Trademark Review 1000 for the Eleventh Consecutive Year
February 16, 2024

Day Pitney's Trademark Team, Led by Carrie Webb Olson, Ranked in 2023 World Trademark Review 1000 for Tenth Consecutive Year
February 14, 2023

Day Pitney Names Alex P. Garens New Head of Trademark, Copyright and Advertising Practice Group
February 13, 2023

Day Pitney's Trademark Team, Led By Carrie Webb Olson, Ranked In 2022 World Trademark Review 1000 for Ninth Consecutive Year
March 7, 2022

Day Pitney's Global Brand Protection Team Counsels LogMeIn in their Rebrand and Relaunch as GoTo
February 2, 2022

Day Pitney's Trademark Team, Led by Carrie Webb Olson, Ranked in 2021 World Trademark Review 1000 for Eighth Consecutive Year
February 22, 2021

2021 Promoted Partners
January 6, 2021

Alex P. Garens
January 4, 2021

Day Pitney Elects Four New Partners
January 4, 2021

Day Pitney's Trademark Team, Led by Partner Carrie Webb Olson, Ranked in World Trademark Review 1000 for Seventh Consecutive Year
February 20, 2020

Day Pitney Represents Planet Fitness, Inc. in its Expansion to Australia
November 8, 2019

Day Pitney Supports Freedom for All Massachusetts' Yes on 3 Business Coalition
October 11, 2018

Day Pitney Files Amicus Brief in U.S. Court of Appeals Industrial Hemp Case
January 12, 2018

In The Media

Announcing the 2026 New England Legal Awards Winners
Law.com, October 9, 2026

US Copyright Office Rejects Bid to Register AI-Generated Art
Law360, December 15, 2023

Promotions
Massachusetts Lawyers Weekly, July 31, 2023

How I Made Practice Group Chair: Alex P. Garens
Law.com, May 22, 2023

Day Pitney Names New Head of Trademark, Copyright Group
Law360 Pulse, February 14, 2023

Data Protection and Privacy
November 9, 2020

IP in Corporate Transactions; Due Diligence; Licensing
July 27, 2020

Trademark and Patent Law Overview
April 13, 2020

How legal counsel can better prepare for, engage & develop the 'legal leaders of the future,
November 6, 2019

Understanding Your Brand Identity: Bridging the Gap Between Business and Legal
June 19, 2019

Trademark Practice and Forms, Treatise, U.S. Chapter and Internet Law Chapter 2019
2019

Trademark Practice and Forms, Treatise, U.S. Chapter and Internet Law Chapter 2018
2018

Revisiting the 'Limited Times' Requirement in the Face of Future Copyright Term Extensions
Boston Patent Law Association Quarterly, Vol. 44, Issue 1, spring 2013

Will Copyrights Expire in 2019? Revisiting the Copyright Clause: 'Limited Times' and Copyright Term Extensions in the Wake of *Golan v. Holder*
Wake Forest J. Bus & Intell. Prop. L, fall 2012

Trademark Practice and Forms, Treatise, U.S. Chapter and Internet Law Chapter 2015
2015