



# Alex P. Garens

## Partner

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## Overview

Alex Garens, head of Day Pitney's Trademark, Copyright and Advertising practice group, 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.

## 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

## Practices & Industries

**Artificial Intelligence**

**Intellectual Property & Technology**

**Litigation**

**Technology, Telecommunications & Outsourcing**

**Trademark, Copyright & Advertising**

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

Ranked in *World Trademark Review 1000 – The World's Leading Trademark Professionals* (Globe Business Media Group), 2021-2023

## 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

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

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