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

Day Pitney LLP has named Boston Partner Alex P. Garens the head of its Trademark, Copyright and Advertising practice group.

"Alex's deep experience in brand protection and intellectual property management, combined with his nimble problem-solving skills, commitment to quality and service, and dedication to training and team building make him a perfect fit to lead this evolving practice," said Carrie Webb Olson, chair of the Intellectual Property and Technology practice.

With over 10 years of trademark, copyright, advertising and intellectual property transactional experience, Garens is recognized and sought after for his deep substantive experience and pragmatic, business-oriented approach. He prioritizes responsiveness, clear communication, and ensuring the client's needs are both understood and met. Garens regularly supports the firm's clients in handling a myriad of intellectual property and technology-related matters.

As head of Day Pitney's Trademark, Copyright and Advertising practice group, Garens will be responsible for leading a team of 14 attorneys and paralegals in maintaining and progressing the group's high quality and service standards, while developing innovative strategies and solutions to meet ever-changing industry trends and client needs.

Garens will succeed Olson, who was appointed to chair of the Intellectual Property and Technology practice in 2022.

Garens earned his B.A. in Pre-Law, Spanish, and Japanese from the University of Wisconsin – Madison and his J.D., *cum laude*, from the Boston University School of Law.

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