

Breanne Wernars

Associate

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Denver – 303.352.1126



BREANNE HELPS CLIENTS TO STRATEGICALLY AND CREATIVELY PROTECT THEIR BRAND PORTFOLIOS ON BOTH A DOMESTIC AND INTERNATIONAL LEVEL.

As an associate in Dorsey's Trademark, Copyright, and Advertising Group, Breanne works closely with brand owners to develop and implement comprehensive trademark and copyright prosecution and enforcement strategies. With a background in mechanical engineering, Breanne has experience understanding complex technologies and the importance of protecting all aspects of a brand's intellectual property rights. Breanne advises clients on long and short-term strategies using creative solutions which lead to stronger trademark portfolios.

In addition, Breanne also counsels clients on artificial intelligence, domain name enforcement, internet-based fraud and infringement, ecommerce platforms, and advertising/marketing materials.

Select Experience

Trademark Clearance, Prosecution, and Maintenance

- Counsel on the development, availability, registrability, and strength of proposed trademarks.
- Conduct trademark clearance searches.
- Coordinate filing and maintenance of international trademark portfolios for market-leading clients.
- Overcome Office Actions issued by the United States Patent and Trademark Office.

Accolades

- Consistently providing pro bono legal assistance to those in need through Dorsey's Pro Bono program

Education

- University of Denver, Sturm College of Law (J.D., 2022)
 - *Certificate in Intellectual Property Law; Hartje Objective Writing Award, Dean's Scholarship Recipient*
- Colorado School of Mines (B.S., Mechanical Engineering, Minor in Economics, 2018)
 - *President's Scholarship, Dean's List*

Bar Admissions

- Colorado

- Contributed more than 50 Diversity hours, 2023
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Insights

December 1, 2023

Thinking Offensively and Defensively About a Trademark Portfolio

August 31, 2023

Delay in Filing Preliminary Injunction Motions: 2023 Edition

June 8, 2023

Supreme Court's Jack Daniel's Decision Clarifies that Traditional Trademark Use "Does Not Receive Special First Amendment Protection," Even When it Has Expressive Message

December 6, 2022

Forestall Phishing Forays with Sophisticated Domain Name Watching