

Brok Humbert

Associate

humbert.brok@dorsey.com

Salt Lake City – 801.933.8913



Brok provides strategic counseling for clients across numerous industries in the fields of trademarks, copyrights, and advertising.

Brok assists clients in all stages of trademark and copyright prosecution and enforcement. He advises clients on the acquisition, registration, maintenance, and enforcement of intellectual property assets, and manages large and small portfolios of domestic and international trademark filings. He has represented clients in a variety of industries, including consumer products, cosmetics, financial services, media and entertainment, telecommunications, software, ecommerce, and medical devices.

Brok's enforcement experience encompasses cease and desist letters, domain name disputes, copyright takedowns, and other pre-litigation enforcement actions. He also advises clients in the areas of trademark, advertising, and unfair competition law, including compliance with FTC and individual state regulations. Brok has significant experience in corporate matters as they relate to intellectual property, and has provided specialized support in numerous corporate transactions.

Brok is a regular contributor of Dorsey's IP Blog, TheTMCA.com, which focuses on legal developments in the world of TradeMarks, Copyrights, and Advertising. He also assists as a supervisor in Brigham Young University's Law & Entrepreneurship Clinic.

Select Experience

- Developed portfolio management strategies in domestic and foreign markets by conducting and analyzing trademark clearance searches.
- Prepared cease and desist letters, notices of opposition, and takedown notices in connection with pre-litigation trademark enforcement.
- Successfully achieved settlement in numerous trademark enforcement actions.
- Represented an energy drink company in its \$330 million acquisition of a national brewery conglomerate.

Education

- Brigham Young University, J. Reuben Clark Law School (J.D., 2019)
 - *magna cum laude*
- Brigham Young University (B.S., Psychology, 2015)
 - *summa cum laude*

Bar Admissions

- California
- Utah

Professional Affiliations

- Member, J. Reuben Clark Law Society
- Trademark Supervisor, BYU Law & Entrepreneurship Clinic

Clerkships

- Judge David Sam, 2017–2017

Charitable & Civic Involvement

- Volunteer, BYU Law Refugee and Immigration Initiative

Accolades

- *World Trademark Review 1000 – The World's Leading Trademark Professionals*, Leading Practitioner, 2026
- Consistently providing pro bono legal assistance to those in need through Dorsey's Pro Bono program

Languages

- Spanish