

IP Partner Laurie Axford Rejoins Gordon & Rees's New Carlsbad Office

Laurie Axford, an accomplished intellectual property ("IP") attorney, has rejoined Gordon & Rees LLP as a partner, and will be resident at a newly opened office in Carlsbad in North San Diego County. Joining her in making the move are associates Brooks Gifford and Brian Sun, IP paralegal Gayle Katzman, IP administrator Tasha Swahn, and case assistant Kelsey Quist. The North County office brings the total of Gordon & Rees offices across the country to 21.

"We're very pleased to welcome Laurie back to Gordon & Rees, and excited to have her and her team open our new office in Carlsbad," said Kevin Alexander, managing partner of the San Diego office who will also oversee the Carlsbad office. "Their Carlsbad location is well situated to enable them to service our numerous clients located in North San Diego County and throughout Southern California."

Ms. Axford's practice focuses on all phases of intellectual property prosecution and enforcement, including forming initial patent and trademark strategies for new products and managing complex existing intellectual property portfolios. Her industry focus includes a large cross-section of life science-related fields, as well as consumer products and other businesses.

Additionally, Ms. Axford assists clients with highly complex patent issues including global licensing, litigation support, opinion work, post-prosecution proceedings (with a particular focus on reexaminations and international oppositions), business-related due diligence and other advanced-level matters for clients in the institutional, corporate and financial sectors.

With respect to trademarks, Ms. Axford assists clients with the development of a branding strategy, including the procurement of worldwide trademark protection, customs enforcement, anti-counterfeiting, website monitoring and other related client counseling.

Prior to becoming an attorney, Ms. Axford worked as a scientist in one of San Diego's first biotechnology companies. Following law school, she became in-house counsel to a biotechnology company, and entered private practice in 1995. She received her J.D. from Western State University School of Law. She also holds a B.S. degree in microbiology and an M.S. degree in molecular biology from San Diego State University. Ms. Axford is admitted to the U.S. Patent and Trademark Office.

Brooks Gifford and Brian Sun are also patent attorneys admitted to the U.S. Patent and Trademark Office. Mr. Gifford earned his J.D. from California Western School of Law, and holds a B.S. in mechanical engineering from the University of California, Los Angeles. Mr. Sun is a 2008 graduate of the University of San Diego School of Law. He has a B.A. in Molecular and Cell Biology from the University of California, Berkeley, and will complete his Masters in Biotechnology from The Johns Hopkins University in May, 2012.

These distinguished attorneys join Gordon & Rees as the Firm's IP Practice Group grows and expands its national footprint. Previously named as one of the preeminent IP litigation firms in California, these additions will materially strengthen Gordon & Rees' prosecution and transactional capabilities in the IP field.