

Alex is passionate about all forms of intellectual property from trade secrets to patents. She especially enjoys helping her clients, small and large, navigate the intricacies of intellectual property prosecution, portfolio management, enforcement, and litigation. She works closely with foreign counsel across the world to execute portfolio strategies that drive and protect intellectual property value.



Alexandra Hodson

Associate | Boise

Biography

Alex enjoys working with start-ups and multinational corporations alike. She is equally happy filing a single trademark application for a budding organization as she is managing a large portfolio for an established company. Alex thrives on assisting her clients at every stage of their intellectual property journey.

Because she truly loves what she does, Alex is also an adjunct professor for the Entrepreneurship Law Clinic at the University of Idaho College of Law, where she lectures on intellectual property law and prosecutes trademark applications with the USPTO on behalf of the program's clients.

In addition to practicing at Parsons Behle & Latimer, Alex has practiced at Holland & Hart and served as a law clerk to Justice Horton (retired) and Justice Moeller of the Idaho Supreme Court.

Accomplishments

Professional

UI Law Rising Star Award, 2024

Idaho Business Review Leaders in Law Honoree, 2024

Super Lawyers Rising Star (Intellectual Property)

Published in *Idaho Law Review* and *The Advocate*

Academic

University of Idaho College of Law, J.D., 2018

- Magna cum laude
- Dean's List all applicable semesters
- *Idaho Law Review*, Chief Managing Editor

Contact information

208.562.4900

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Capabilities

Technology, Licensing & Intellectual Property Transactions

Copyright Litigation

Copyrights

Due Diligence and Opinions

Federal Circuit Appeals

Intellectual Property Licensing

Patent Litigation

TTAB Proceedings

Technology

Trade Secret Litigation

Trademark Prosecution

Trademark and Trade Dress Litigation

USPTO Proceedings

Licensed/Admitted

Idaho

U.S. Dist. Court, District of Idaho

A Different
LEGAL
PERSPECTIVE

**PARSONS
BEHLE &
LATIMER**

Boise State University, B.S., 2013

- *High Ability Scholar Award* recipient

Associations

Professional

International Trademark Association (INTA), member, 2019-present

Idaho Women Lawyers

- Community Service Committee, co-chair, 2020-present
- Retreat Committee, co-chair, 2021

Idaho State Bar Litigation Section, Secretary, 2024-2025

Idaho State Bar Intellectual Property Law Section, Chair, 2023-2024; Secretary, 2020-2022

Idaho Academy of Leadership for Lawyers, Class of 2024-2025, participant

Community

The Women's and Children's Alliance, Ambassador, 2011-Present

Board of Riverstone International School

Adjunct professor, Entrepreneurship Law Clinic, University of Idaho College of Law

Articles

Hey, Brand Owners! File Your Trademark Renewals and Statements of Use Now to Avoid USPTO Fee Increases (December 9, 2024)

Right of Publicity and Privacy Laws: Key Insights for Marketing Professionals (November 11, 2024)

Idaho Trademark Law: Protecting Your Brand in the Gem State (November 11, 2024)

Now Is a Good Time for a Trademark Portfolio Audit (May 10, 2024)

Emerging Risks for Trademark Owners: The National Advertising Division Weighs in on Improper Use of the ® Symbol (July 15, 2024)

IP Alert for Employers: Protecting Trade Secrets After the FTC's Non-Compete Ban Goes into Effect (July 15, 2024)