

## **Pranger Law PC Expands Litigation Team**

**San Francisco, CA (December 17, 2018)** - Pranger Law PC announces that Scott Lonardo has joined the firm as an IP litigation partner in the San Francisco office.

Prior to joining Pranger, Scott Lonardo was Of Counsel at Orrick, Herrington & Sutcliffe in Silicon Valley where he handled a variety of IP litigation, including trademark, trade dress, patent, trade secret, domain name, and copyright litigation, in federal court as well as before the Trademark Trial and Appeal Board and the World Intellectual Property Organization. Lonardo also counseled clients on IP prosecution and enforcement strategies. Prior to that, Lonardo was an associate at a Chicago IP boutique and also served as a law clerk to the Honorable Kathleen M. O'Malley both at the United States Court of Appeals for the Federal Circuit and at the United States District Court for the Northern District of Ohio. Lonardo received his J.D. and B.A from Georgetown University.

“Scott offers a wealth of knowledge in the world of IP litigation, and he is a perfect addition as Pranger continues to grow and expand,” said Holly Pranger, Managing Partner. “We are actively recruiting more experienced IP lawyers, like Scott, and should open our Silicon Valley office in 2019,” she added.

Lonardo said, “Pranger is unique in the world of Intellectual Property firms and well positioned to provide clients a big firm experience, but with boutique level attention.” He added, “I am thrilled to join its platform where I can continue offering seamless service and counseling to clients.”

### **About Pranger Law PC**

Pranger Law PC (Pranger) is the premier boutique law firm providing Intellectual Property and Advertising law services to well-funded emerging growth to Fortune 500 clients, as well as some enterprising celebrities. Pranger handles all aspects of Trademark and Copyright law including search and clearance, global registration and portfolio management; watch, investigation and enforcement of rights, as well as responding to claims; all dispute proceedings before Trademark and Copyright Offices and litigation, mediation and arbitration over these claims among others such as patent rights and right of publicity claims. Pranger prepares all aspects of advertising & promotions law including sweepstakes and contests, cause marketing, endorsements and general advertising issues. Pranger is made up of highly trained and skilled lawyers who focus on representing software, intelligent products, wearable technology,

retail, food & beverage, restaurants & bars, artists, wine & spirits and anything else that we think is cool to wear, do, use or consume.

Celebrating 15 years next month, Pranger provides legal counseling and representation in all aspects of intellectual property and advertising law to clients past and present of the firm such as Nike, Lyft, Victoria's Secret, PINK, Henri Bendel, Bath & Body Works, Juicy Couture, Kate Spade, Lucky Brand, Ron Herman, Betabrand, Cabo Wabo Tequila (acquired by Campari/Skyy), Audatex and Solera (global leaders in automotive software), Dropcam (acquired by Google Nest), Taskrabbit, Crunchbase, Bustle, Bleacher Report (acquired by Time Warner), Fab.com, Mailbox (acquired by Dropbox), 15Five, Userve, and several venture capital firms. More info at <https://www.prangerlaw.com>

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