

# Haynes and Boone Expands its IP Litigation and Brand Management Practices in New York With Addition of New Partner

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Haynes Boone announced today that Adam Siegartel has joined its New York office as a partner in the firm's renowned Intellectual Property Practice. Adam is a first-chair litigator and experienced IP counselor who will lead the firm's brand management group in New York.

Adam previously managed the trademark prosecution and brand management group at Proskauer in New York and has an incredibly diverse IP practice. He has significant experience not only running litigations from start to finish but also managing worldwide trademark portfolios and handling every aspect of trademark prosecution and brand management. Adam also counsels clients on a daily basis regarding a wide variety of trademark, advertising, copyright, right of publicity, licensing, domain name, and other IP issues. He negotiates and drafts a broad array of licenses, coexistence agreements, and other IP content agreements, and also manages IP due diligence projects for a diverse range of spin-offs, mergers and acquisitions, and other corporate transactions.

"Adam will bolster our nationally recognized trademark practice and will particularly enhance our capabilities in the New York market," said [Rich Rochford](#), co-head of Haynes Boone's Trademark Practice Group.

"We're very excited to bring on a lawyer of Adam's caliber," added Trademark Practice Group Co-Head [David Bell](#). "He has a long track record of leading litigation teams through trials on the merits and providing in-depth IP counseling on a wide variety of issues."

Adam joins the Trademark Practice Group at Haynes Boone, which has continued to accrue a series of accolades and awards. For example, earlier in 2017, the influential trademark publication *World Trademark Review 1000* (Globe Business Publishing Ltd.) ranked Haynes Boone as one of the top trademark firms in the country. As a testament to the group's depth and substantive experience, trademark lawyers in six of the firm's offices coast-to-coast were individually recognized (New York, Washington, D.C., Dallas, San Antonio, Palo Alto, and Orange County). The Trademark Practice Group is part of the firm's broader Intellectual Property Practice, which encompasses approximately 130 lawyers worldwide and includes leading trademark, copyright, patent, digital privacy, IT outsourcing, and trade secret practitioners, among other fields.

"What attracted me most to Haynes Boone was its dedication to the IP and brand management practice areas, its phenomenal depth in these fields, its commitment to providing clients with high-value services, and an existing client base that includes some of the most influential brands worldwide in several different industries," said Adam.

Adam's clients span all industries and sizes, and include multinational corporations, start-up companies, and individual entrepreneurs. He has coordinated worldwide trademark registration and rebranding programs for clients in various industries, including financial information, data analytics,

lodging, apparel, and cosmetics, and has first-chaired trademark, copyright, and domain name/cybersquatting litigations on behalf of a wide variety of clients, including banks, utilities, Academy Award-winning entertainers, Rock and Roll Hall of Fame-inducted musicians, and professional sports leagues. Adam also has broad experience counseling clients in connection with advertising claim substantiation, survey design, sweepstakes and promotional programs, and domain name acquisitions.

Adam is a frequent lecturer and writer, in particular concerning trademark, right of publicity, and licensing issues. He is a member of the International Trademark Association (INTA) Public Information Committee, and was previously a member of the New York City Bar Association Trademark and Unfair Competition Committee.

Adam holds a J.D. from Columbia Law School, where he was a member of the *Columbia Law Review*, a James Kent Scholar, a Harlan Fiske Stone Scholar, and the recipient of the James A. Elkins Prize. He received his B.A., *summa cum laude*, from Tufts University, where he was elected to Phi Beta Kappa.