



Alyssa Rather

Associate

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RELATED PRACTICES Trademark and Advertising, Intellectual Property

Alyssa Rather is an associate in the Intellectual Property Practice Group at Haynes Boone's Dallas office. Her practice focuses on trademark and advertising matters.

Before joining Haynes Boone, Alyssa gained legal experience through in-house positions and law firm clerkships involving advertising and regulatory compliance, intellectual property, commercial contracts, corporate transactions, and securities matters. Her experience included working with a marketing team on FDA advertising rules and intellectual property protection, drafting and reviewing commercial contracts, assisting with M&A due diligence and SEC filings, and researching regulatory compliance matters.

Alyssa also brings a business and marketing background to her practice. Before and during law school, she worked in marketing and business operations, with experience involving vendor relationships, inventory and performance analysis, customer insights, and sales and operational strategy.

AWARDS AND RECOGNITIONS

- Top Paper Awards, UA Little Rock William H. Bowen School of Law: Contracts I; Research, Writing, and Analysis I and II; Criminal Law; Civil Procedure I; Employment Law; Sales Transactions; Health Law; and Oil & Gas Law
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QUALIFICATIONS

EDUCATION

- J.D., University of Arkansas at Little Rock William H. Bowen School of Law, 2026, summa cum laude; *UA Little Rock Law Review*, Member and Dedicated Compiler
- M.B.A., University of Arkansas at Little Rock, 2026, 4.0 GPA

- B.B.A., Marketing, University of Central Arkansas, 2021,
summa cum laude