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Brett Hansen

Of Counsel

Brett Hansen counsels innovative companies on protecting and maximizing the value of their intellectual property in today's fast-changing business environment. His experience includes working with manufacturers, producers, and technology firms to secure patents and trademarks, block counterfeits, and enforce IP rights on a global scale. Brett's counsel is sought by organizations seeking to overcome complex infringement, anti-counterfeiting, and enforcement challenges.

He takes a strategic, business-oriented approach, structuring IP protections to fit within each client's commercial objectives and budget. Brett develops practical, data-driven strategies that help companies prioritize IP filings in high-impact markets, protecting research investments and supporting ongoing growth. He routinely leads and manages the execution of global enforcement efforts—including anti-counterfeiting actions, litigation, and cross-border protection strategies—for clients expanding their international footprint.

Brett's work has delivered successful outcomes for clients in the United States, China, Italy, Germany, India, the Czech Republic, Russia, and other jurisdictions. His nearly two decades of global in-house and law firm experience enable him to craft IP portfolios and protection programs that serve as true business assets—driving value and supporting sustainable growth across North America, Europe, and Asia.

Education

J.D., University of New Hampshire, 2001

Mechanical Engineering, Brigham Young University, 1998

Admissions

Court of Appeals for the Federal Circuit

Languages

Mongolian

German

Russian

Services

E-Commerce

International IP

IP Counseling

Licensing and Transactional Work

Litigation

Patents

Trademarks

Technologies

Mechanical

Physics

Software