

# LEWIS ROCA PARTNERS RECOGNIZED AS IP STARS 2022

## Honors & Recognitions

06/9/2022

PHOENIX (June 9, 2022) – Lewis Roca announced Michael McCue and Jennifer Van Kirk have been recognized as IP Stars 2022 by Managing Intellectual Property, a guide to Intellectual Property law firms and lawyers. The firm was also one of three law firms ranked in the “highly recommended” category for Intellectual Property in Arizona and one of five law firms ranked in the “recommended” category in Nevada.

Michael McCue, a partner in the firm’s Las Vegas office, with additional presence in the firm’s Silicon Valley and Los Angeles offices, was recognized as a Trademark Star in Nevada and nationally. He provides trademark services from clearance through registration, enforcement, and litigation. As both a litigator and trademark prosecution attorney, McCue has the perspective and knowledge to ensure that his clients’ trademark portfolios are developed, managed, and enforced in a manner that maximizes their value and strength in the United States and around the world. He has litigated hundreds of trademark cases in federal courts throughout the United States and before the Trademark Trial and Appeal Board of the United States Patent and Trademark Office, including cases in technology, retail, fashion, hospitality, and entertainment sectors involving some of the most famous brands in the world, such as Visa and MGM Resorts.

Jennifer Van Kirk, a partner in the firm’s Phoenix office, was recognized as a Trademark Star in Arizona and nationally. She advises clients on all aspects of trademark and brand protection, including trademark clearance, prosecution, licensing, portfolio management, litigation, and guidance. Her clients include Major League Baseball teams, Fortune 500 companies, world famous luxury brands, international restaurant chains, and start-ups. Van Kirk has cultivated a network of trusted firms in nearly 200 countries to help clients protect their brands internationally. With over 20 years of experience, she advises clients on which global registrations to pursue, filing strategies to maximize coverage, and cost-containment options. She has overseen hundreds of cases before U.S. and foreign tribunals to protect her clients’ IP interests.

## Professionals

- Michael J. McCue
- Jennifer A. Van Kirk

## Practice Areas

- Copyright
- Intellectual Property
- Trademark

## Offices

- Las Vegas
- Phoenix
- Reno
- Tucson

## Region

- Arizona
- Nevada

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The Lewis Roca Intellectual Property practice is a dynamic group of lawyers assembled to handle its clients' IP needs across a wide variety of industries. The firm boasts intellectual property lawyers who are technical specialists in a variety of arenas and has a talented team of Ph.Ds. to provide clients with highly technical understanding and guidance. The group is adept at handling the unique needs of clients whether they are a start-up company protecting their IP assets, or a multi-national Fortune 500 company with complex IP issues.

Managing Intellectual Property IP STARS obtains information from thousands of firms, IP practitioners, and their clients through interviews, emails, and online surveys. Researchers conduct their own independent research which includes an analysis of publicly available information. The aspects assessed for the firm rankings include expertise, outcomes achieved for clients, and unique strengths in a given practice area.

### **About Lewis Roca**

Lewis Roca is an Am Law 200 law firm serving clients globally in complex litigation, intellectual property, business transactions, gaming, government relations, labor and employment, and regulatory counseling. Its offices are located in Albuquerque, Colorado Springs, Denver, Las Vegas, Los Angeles, Phoenix, Reno, Silicon Valley, and Tucson. To learn more about the firm, please visit us at our website at [www.lewisroca.com](http://www.lewisroca.com).

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