



## → Hal Milstein

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Hal Milstein is a partner in the Intellectual Property practice group in the firm's Palo Alto office.

### Areas of Practice

Hal's practice emphasizes trademark strategy, procurement, counseling, prosecution and dispute resolution services, particularly in the life sciences and high technology industries. Hal has represented such industry leaders as Netscape, Google and Facebook. Prior to private practice, he spent a decade in-house as trademark counsel for Syntex and Sandoz, where he created and implemented international clearance and filing strategies, provided enforcement and dispute resolution services, managed international trademark litigation, and provided trademark support in transactional matters. He was a registered pharmacist before attending law school, and is registered to practice before the United States Patent and Trademark Office.

### Honors

Who's Who Legal: California, 2008, 2009

### Experience

Represent major online companies in trademark and internet related issues

Represent major pharma company in worldwide policing matters

Represent semiconductor companies in trademark and transactional matters

Represent pharmaceutical boutique companies in branding matters with regard to co-marketing and co-promotion agreements with international pharmaceutical companies

Represent software companies in branding strategy projects

Represent medical device companies in worldwide portfolio management

Represent pharmaceutical boutique in oppositions by mid-size and large pharmaceutical companies around the world

Represent small public pharmaceutical / medical device company in IP aspects of major transaction

## Events

Digital Media Law Forum: Building Brands In a Digital World  
Silicon Valley Bank, 3005 Tasman Dr, Santa Clara, CA 95054, 09.22.2010

## Practices

Intellectual Property

Copyrights

False Advertising, Lanham Act and Unfair Competition

IP Licensing, Technology and Commercial Transactions

Trademark Applications and Prosecution

Trademarks and Trade Dress

Israel

## Industries

Esports & Games

Life Sciences

## Education

J.D., Hofstra University, 1983

B.S., Pharmacy, Arnold and Marie Schwartz College of Pharmacy of Long Island University, 1980, *cum laude*

## Admissions

California

New York

United States Patent and Trademark Office