

Noted Trademark Attorney Brian Davis Joins Virtual Law Partners LLP From Alston & Bird

Palo Alto, CA (March 1, 2010) - Virtual Law Partners LLP is very pleased to announce that trademark attorney Brian M. Davis has joined the firm as a partner from Alston & Bird.

Mr. Davis specializes in trademark counseling and prosecution, including worldwide trademark clearance and the prosecution of U.S. and foreign trademark applications. He also has extensive experience with copyright and other intellectual property issues, such as domain name disputes (including the UDRP), licensing programs and other intellectual property-related agreements. Mr. Davis has provided strategic trademark, copyright and domain name advice for a wide variety of clients, from small startup entities to Fortune 500 companies. During his career, he has represented the owners of some of the world's best known brands in the footwear, banking, consumer electronics, home improvement, retail clothing and other industries.

"We are very excited to have an attorney of Mr. Davis' caliber and expertise join our growing firm," stated David Goldenberg, member of Virtual Law Partners' Executive Committee. "In addition to being our first North Carolina partner, Mr. Davis' extensive experience in trademark and copyright matters will be a valuable addition to our Intellectual Property practice."

Prior to joining VLP, Mr. Davis was a partner with the Charlotte, NC office of Alston & Bird where he was a member of the Trademark & Copyright Group from 1999-2010. He served as that group's acting Practice Group leader in 2008, and was the Practice Group Leader in the Charlotte office of Alston & Bird from 2009-10.

"I am very pleased to be joining Virtual Law Partners. VLP is the leading virtual law firm and I see this as a natural evolution for a practice like mine. I look forward to working with VLP's talented team of attorneys within its highly innovative virtual law firm model," Mr. Davis stated. "This is an exciting opportunity for me to pursue my legal career, while giving me the personal freedom and flexibility to manage my practice in a manner not possible in the traditional law firm model."

Mr. Davis has been listed in "The Best Lawyers in America" since 2008. He is a frequent speaker on trademark topics at seminars, industry conferences, and meetings, and regularly writes on trademark and copyright issues. Mr. Davis is currently the Vice-Chair of the Intellectual Property Owners (IPO) Trademark Office Practice Committee and a member of the International Trademark Association (INTA) Trademark Office Practice Committee. He is the former co-chair of the North Carolina Bar Association's Trademark and Copyright Committee of the Intellectual Property Law Section and has served on various INTA committees (including the Geographic Indications Committee and Treaty Analysis Committee) since 2004.

Mr. Davis received his Juris Doctor degree from Washington University in St. Louis School of Law, was the John J. Cummins Scholar, a member of the *Washington University Law Quarterly* and Order of the Coif. He received his B.A. from West Virginia University in 1992. Mr. Davis is admitted to the North Carolina and Ohio State Bars.

About VLP

Founded in 2008, VLP is a virtually connected and geographically distributed law firm. VLP currently has 40 attorneys, each with outstanding credentials and an average of more than 10 years of experience. VLP operates virtually, and VLP's proprietary technology platform allows the firm to collaborate easily and to operate with a small, highly specialized staff, passing the savings to clients through substantially lower rates or flat fee arrangements (generally 50% out of the cost of traditional legal services). VLP's practice reaches across multiple industry sectors, including high tech, financing and venture capital, life sciences, clean tech, tax and real estate, and represents clients that vary in size from early-stage startups to Fortune 500 companies. At VLP, we're dedicated to proving that expensive buildings don't provide great service – great people do.

For more information about VLP, visit www.virtuallawpartners.com.

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