

dynamic
WOMEN

*Karen
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HAWKES TRADEMARK LAW
FOUNDER

My family moved to Vegas in 1979 when I was six. My earliest memory is of the iconic trademarks on the strip, the Silver Slipper and cowboy Vegas Vic. This was my introduction to brand recognition. The creative element of building a brand is fascinating. Most great brands started small. I have clients that began with one shop or one product that are now selling in 15 countries. The uniqueness of my firm lies in my ability to combine brand protection with the legal aspects of a business' day to day operations. I protect their brand and navigate the legal issues of their business acting as their go-to so they can focus on their craft. I specialize in litigation prevention, but have successfully litigated dozens of trademark cases before the Trademark Trial and Appeals Board in D.C. and in federal courts.

First and foremost, like my clients, I am an entrepreneur. Coming from humble beginnings, I was always extremely driven. I learned that success depends on the ability to take risks and endure challenges. As a business owner, I understand the passion, drive, and determination my clients undertake. I get in the trenches with them. I am very passionate about animals. The ability to give back is truly a gift. Supporting the Humane Society and the ASPCA allows me to lean into my passion for animals. I was blessed to grow up with lots of dogs and they are family to me. Currently, I have two Japanese quails. They beg for treats. Either I trained them, or they trained me. I am also the Director and Law Professor of the Pro Bono Trademark Clinic at CWSL. I am extremely excited to expand my practice to Vegas. My main office is in Del Mar and Vegas is a natural expansion. It is home and this really is me coming full circle.

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