# FOLEY
**FOLEY & LARDNER LLP**

# Alexander J. Liederman
## Associate

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Alex Liederman is an associate in Foley & Lardner LLP's Trademark, Copyright & Advertising Practice Group, advising clients on strategic foreign and domestic trademark, branding, copyright counseling and protection. His practice includes trademark clearance, prosecution, enforcement, and dispute resolution, as well as broader brand strategy and IP counseling. Alex regularly advises clients across the media, technology, artificial intelligence, and consumer goods and services industries. Alex is a member of Foley's Fashion, Apparel, and Beauty Industry and Artificial Intelligence sector teams.

Prior to joining Foley, Alex worked in impact investing, providing due diligence and strategic support to startups and mission-driven organizations. He also has experience in media production, having served as an Associate Producer translating complex global issues into narratives for professional and public audiences.

## Sectors

- Artificial Intelligence
- Fashion, Apparel & Beauty
- Innovative Technology

## Practice Areas

- Intellectual Property

## Education

- The George Washington University Law School (J.D., 2024)
  - Concentration in Intellectual Property Law
  - Notes editor, *Business and Finance Law Review*
  - Moot Court Board
- Emory University (B.A., summa cum laude, 2020)

- Film studies
- Dean's List (Fall 2016-2018, Fall and Spring 2019)
- Phi Eta Sigma Honor Society

## Admissions

- District of Columbia