HansonBridgett



Clay LaPoint

Senior Associate

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Areas of Focus

- Business Litigation
- Intellectual Property
- Food and Beverage
- Technology
- Trademark, Copyright, and Advertising

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Clay focuses his practice on trademark prosecution and portfolio management. His trademark practice includes policing, litigation, and assisting clients in the selection, clearance, and registration of U.S. and international trademarks. Clay frequently represents clients in trademark opposition and cancellation proceedings before the U.S. Patent and Trademark Office's Trademark Trial and Appeal Board. He also has experience advising clients regarding domain name and Internet issues, including cybersquatting, domain name disputes, and brand protection challenges involving social media platforms.

Before attending law school, Clay served as a volunteer in the United States Peace Corps from 2007-2009 in a small village in Burkina Faso, West Africa where he initiated and managed literacy projects, refugee assistance programs, reforestation programs, and a countrywide agricultural reform project in coordination with Plan International and the United Nations.

Publications

"ICANN Offering "dotBrand" Top-Level Domains — Application Window for a [.Brand] Domain Opens April 30, 2026" co-author, Intellectual Property Hanson Bridgett Legal Alert (April 2026)

"Avoiding 7-Figure Copyright Damages in Senior Living," co-author, ASHA Special Issue Brief (May 2025)

Presentations

“Trademark Enforcement and Anticounterfeiting,” co-presenter, International Trademark Association Roundtable (July 2023)

“Mastering Copyright Basics, Patent Law, and Trademark Registration,” co-presenter, myLawCLE Webinar (June 2023)

Honors & Awards

World Trademark Review, Next Generation (2026)

Professional Affiliations

National Peace Corps Association, Member

International Trademark Association (INTA), Member

Education

J.D., Santa Clara University School of Law (2014)

B.A., The University of Texas at Austin (2006)

Admissions and Courts

California

U.S. District Court for the Central District of California

U.S. District Court for the Northern District of California