

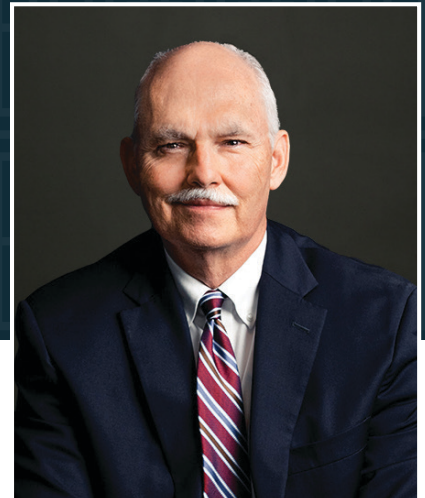
# Bradlee R. Frazer

## PARTNER

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Brad Frazer is a partner with Hawley Troxell and is Chair of the firm's Intellectual Property & Internet practice group. In addition to emphasizing and focusing on all facets of Internet law, Intellectual Property law, and Information Technology law, he also helps clients with related transactional work and litigation.

Brad is a published novelist, and he has also written extensively for national legal publications and law blogs. He is also a frequent speaker on internet, intellectual property, and computer law topics and is a regular guest lecturer at Boise State University on those subjects.

A Boise native, Brad began his legal career in 1989 as an intellectual property attorney and commercial litigator at a Boise-based law firm. In 1997 he accepted an in-house position as Senior Intellectual Property Counsel with Fortune 1000 company, Micron Electronics, Inc., and remained there through the company's merger with Interland, Inc. (now Web.com), then the nation's largest Web hosting company. He eventually became Deputy General Counsel for Micron Electronics, Inc., and Interland, Inc. From June 2003 to February 2006, Mr. Frazer served as Deputy General Counsel to MPC Computers, LLC, in Nampa, Idaho.

### SIGNIFICANT REPRESENTATION & EXPERIENCE

- Successfully registered color "BLUE" with United States Patent and Trademark Office for Boise State University's blue turf playing field (Reg. No. 3,707,623; November 2009).
- Managed the acquisition of Micron Internet Services by Micron Electronics, Inc., 2001.
- Managed IP due diligence for merger between Interland Web Hosting (Atlanta) and Micron Electronics, Inc., 2001.
- Managed IP due diligence for acquisition of Hostpro Web Hosting (Los Angeles) by Micron Electronics, Inc., 2000. supply, and agency agreements.
- Advises clients regarding strategies available to business owners regarding business exit strategies.

### PROFESSIONAL/COMMUNITY ASSOCIATIONS

Idaho Technology Council, Board of Trustees, since 2009

American Bar Association, Intellectual Property Law Section

Idaho State Bar, Intellectual Property Law Section

Licensing Executives Society, Member

### PRACTICE AREAS

- Business
- Intellectual Property & Internet
- Patent
- Mergers & Acquisitions

### EDUCATION

#### LAW SCHOOL:

University of California, Hastings  
College of the Law, J.D., 1988

Law Review, Note Topic:  
"Comparative Bad Faith"

#### GRADUATE:

University of Utah, M.B.A., 1989

#### UNDERGRADUATE:

Brigham Young University, B.S. Finance  
*cum laude*, 1985

National Merit Scholar  
Beta Gamma Sigma

### BAR ADMISSIONS

Idaho

United States Court of Appeals,  
Ninth Circuit



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## **PUBLICATIONS & PRESENTATIONS**

Moderator, Breakfast Series: Tech Trends, Idaho Business Review, February 2021

Additional publications by Brad Frazer, Muckrack

Idaho Business Review Out Loud Interview, Idaho Business Review, November 2019

When Works Enter The Public Domain, Everyone Wins, Hawley Troxell Newsletter, March 2019

360 Immersive: IP and the Business of Virtual Reality Interview, YouTube, August 2018

Exercise Due Diligence When Selecting New Trademarks, Hawley Troxell Newsletter, July 2018

The Biggest Legal Risk You Never Heard Of, Hawley Troxell Newsletter, June 2016

Trade Secrets Add Value to Your Company, Hawley Troxell Newsletter, February 2016

Plan Now For Your Exit With Intangible Assets, Hawley Troxell Newsletter, January 2016

Trademark is not a Verb: Guidelines from a Trademark Lawyer, Detroit Legal News, December 2015

"Software Patents Are Dead! Long Live Software Patents!"; co-author, Hawley Troxell Newsletter, October 2015

Is It Fair Use? 7 Questions to Ask Before Using Copyrighted Material, Jane Friedman, August 2015

So You Have a Business Idea: Now What?, Idaho Business Review, July 2015

Cybercurrency And The Bank Secrecy Act, Hawley Troxell Newsletter, July 2015

Protecting Your Domain Name, Hawley Troxell Newsletter, April 2015

When Workers Use Social Media To Harm A Former Employer, Hawley Troxell Newsletter, January 2015

Protect Your Work, Be It A Novel Or A Tumblr Post, Hawley Troxell Newsletter, November 2014

From Startup to Exit: Cashing in on Your Tech IP, Boise State University's Center for Entrepreneurship and Zions Bank's Business Strategies Series, October, 2014

Place the IP Horse Before the VC Cart – and the Money Will Come to You, co-author, Hawley Troxell Newsletter, February 2014

Trademark Is Not a Verb: Guidelines From a Trademark Lawyer, Hawley Troxell Newsletter, June 2013

Intellectual Property Issues in International Commerce, World Trade Day, May 2013

Cloud Services Clarification Act Update, Idaho Technology Council develop.idaho Conference, April 2013

Cloud computing tax will harm growing tech economy, co-author, Idaho Statesman, February 2013

Q&A on Copyright With an Attorney, Jane Friedman, October 2012

Show Me The Money: Key Things to Remember When Commercializing Your Code, Idaho Technology Council develop.idaho Conference, April 2012

Intellectual Property Issues in International Commerce, World Trade Day, April 2012

New Pilot Survey Reveals Importance of Intellectual Property, Hawley Troxell Newsletter, March 2012

Top Ten Internet Legal Issues for In-house Counsel, Association of Corporate Counsel CLE, November 2011

Intellectual Property Issues in International Commerce, Idaho State Bar International Law Section, October 2011

Legal Implications of a Mobile Enterprise, Second Annual IT Symposium, September 2011

Who Owns the Code?, Idaho Technology Council develop.idaho Conference, April 2011

The Power of Your Internet Brand, Boise State University CPD Sales Power Pack Conference, 2011



## **Bradlee Frazer** PARTNER

### **PUBLICATIONS & PRESENTATIONS (cont'd.)**

IP Law – Ongoing Series, Boise State University MBA Program Guest Lecturer, 2011

Protecting Your Internet Brand, Boise State University Entrepreneurship Day, April 2011

Social Media and IP Law, Sales and Marketing Executives Conference, 2010

Legal Issues with Social Media, Information Technology Leadership Roundtable, September 2010

Software Copyright Issues, Boise Code Camp; February 2008, March 2009, 2010

How Technology is Changing the Law, Idaho State Bar Continuing Legal Education, October 2010

"IP and SoMe" – The Power of Your Internet Brand, Boise State University Center for Professional Development, September 2010

Best Practices in Software Licensing, Information Technology Leadership Roundtable, May 2009

Open Source Software, University of Idaho Business Law Symposium, April 2009

Open Source Licensing, University of Idaho Business Law Symposium, April 2009

Open Source is Not Public Domain: Evolving Licensing Philosophies, University of Idaho Law Review, Vol. 45, April 2009

Copyright and Trademark Law for Media Professionals, Idaho Press Club, November 2009

Why Businesses Should Care about Copyright Issues, Idaho Business Review, Idaho Business & Law, Fall 2008

Recent Developments in Internet Law, The Advocate, Idaho State Bar, July 2006

Subpoena Powers Under the Digital Millennium Copyright Act, American Bar Association, Section of Public Utility, Communications and Transportation Law, Internet Industry Committee Report, Fall 2002

Internet Key Word Issues and Internationalized Domain Names, American Bar Association, Section of Public Utility, Communications and Transportation Law, Internet Industry Committee Report, Spring 2002

Licensing, Internet, and IP Law, Idaho State Bar Continuing Legal Education Programs, since 1995

### **ACCOMPLISHMENTS**

Mountain States Super Lawyer – Intellectual Property, Intellectual Property Litigation, & Technology Transactions, since 2021

Idaho Business Review, Leaders in Law – Partner, 2016

Mountain States Super Lawyer, 2013



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