

SKLAR KIRSH LAUNCHES INTELLECTUAL PROPERTY PRACTICE WITH ALEXANDRA PAKZAD BRUNETTI

LOS ANGELES, CA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- California-based law firm [Sklar Kirsh LLP](#) announced today the launch of its [Intellectual Property \(IP\) Practice](#), with [Alexandra Pakzad Brunetti](#), joining the firm as a Partner. The new practice expands Sklar Kirsh's ability to advise businesses, entrepreneurs, creators and brand owners on protecting, managing, commercializing and maximizing the value of their intellectual property.

The launch of the practice reflects Sklar Kirsh's broader commitment to providing clients with sophisticated legal counsel that is closely aligned with their business objectives. The IP team will advise clients on trademark and brand strategy, copyright

protection, portfolio management, licensing, IP due diligence and related transactions, while also representing clients in intellectual property disputes before the Trademark Trial and Appeal Board and in federal court.

Brunetti brings a distinctive perspective to her intellectual property practice, informed by experience on both the legal and business sides of brand development. Prior to joining Sklar Kirsh, she practiced in the intellectual property groups of AmLaw 200 firms, representing clients ranging from emerging companies and entrepreneurs to multinational corporations. She also served as a principal and trusted advisor to one of the world's most exclusive luxury brands, where she led global brand positioning and strategic initiatives. That firsthand business experience continues to shape her approach to intellectual property as a strategic asset and driver of long-term commercial value.



Alexandra Brunetti

“Intellectual property is central to how businesses build, differentiate and create value, and our clients are looking for counsel who understands that broader business context,” said Co-Chairman Jeffrey Sklar. “Launching this practice allows us to bring that perspective to our clients in a more focused way, while also creating new opportunities to collaborate across the firm. We are excited about what Alexandra brings to the team.”

The new Intellectual Property Practice will work closely with Sklar Kirsh’s deal lawyers on acquisitions, investments and other strategic transactions, helping clients evaluate key IP assets, mitigate associated risks and understand their contribution to enterprise value. The practice will also collaborate with the firm’s litigation attorneys when disputes arise, providing clients with an integrated approach to IP strategy, transactions, enforcement and dispute resolution.

Brunetti earned her B.A., magna cum laude, from Mount Saint Mary’s University; her M.Sc., with merit, from the London School of Economics; and her J.D. from the UCLA School of Law.

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