SHARTSIS FRIESE

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Joseph V. Mauch

PARTNER

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Joseph Mauch brings a practical, client-focused, and detail-driven approach to helping clients address complex business disputes, especially those involving intellectual property.

Joe is an experienced litigator who works with clients ranging from large public companies to startups and individuals. No matter the size of the client, the hallmark of his practice is listening carefully to what the client hopes to achieve and developing a strategy to navigate to a successful outcome. Even in the most heated disputes and difficult situations, clients appreciate that Joe exudes calmness and strength (and sense of humor) throughout.

Joe has nearly twenty years of experience litigating in state and federal court, as well as private arbitration. Beyond the courtroom, Joe is also a trusted counselor, advising clients on navigating IP strategy, brand protection, trademark portfolio management, doing business online and dispute resolution.

Activities

- Bar Association of San Francisco (BASF)
- Association of Business Trial Lawyers (ABTL)

AREAS OF EXPERTISE

Litigation

Intellectual Property Disputes

Intellectual Property

Trademarks

Patents & Freedom to Operate

Copyrights

Trade Secrets

EDUCATION

University of California, College of the Law, San Francisco; J.D., *cum laude,* 2007

University of North Carolina at Chapel Hill; M.A., comparative literature, 2003

Santa Clara University; B.A., English, *magna cum laude*, 1999

BAR ADMISSIONS

California

All California State Courts

U.S. District Court for the Northern, Central and Southern Districts of

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- San Francisco Intellectual Property Lawyers Association (SFIPLA)
- International Trademark Association (INTA)
  - Enforcement Committee, 2016-2019, 2024-Present
  - Internet Committee, 2020-2021
  - Emerging Issues Committee, 2022-2023
  - Online Dispute Resolution Working Group, Chair, 2018-Present

California

Ninth Circuit Court of Appeals

ACCOLADES

2026 Legal 500 US City Elite – San Francisco, Intellectual Property, Level 3







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