

ALEXANDREA R.

SIMSER

Associate

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Alex assists her clients with IP protection and acquisition strategies, including brand management, policing and enforcement, technology law issues, teaming/partnering strategies for global product and service roll-outs, complex business transactions, joint ventures, agreements for engineering and software services, subcontractor management, supply chain management and related matters. She represents startups and established businesses in an array of industries, including technology products and services, aerospace and aviation, cloud computing, communications, e-commerce, supply chain, and health care.

Prior to joining the firm, Alex opened her own law firm, serving as outsourced general counsel to business clients. She also previously worked as in-house counsel for a startup in the satellite communications industry, where she gained experience in negotiating complex commercial and government contracts, mergers and acquisitions, intellectual property matters, international expansion, corporate governance, FCC regulatory compliance, and labor & employment matters.

Alex is a frequent writer for Spacecoast Business and other publications.

RECOGNITION

- Stetson University College of Law
 - Stetson Law Review, Articles & Symposia Editor
 - Legal Research & Writing Teaching Assistant
 - Judicial Intern, The Honorable David A. Demers, Sixth Judicial Circuit of Florida
 - St. Pete Times Award for Best Stetson Law Review Write-On Competition Paper
 - Elizabeth M. Leeman Award for Best Stetson Law Review Student Work
 - William F. Blews Pro Bono Service Award
 - Leadership Development Certificate
 - Mock Trial Shadow Team Member
 - Richard A. Harrison Endowment Scholarship Recipient
- Florida State University
 - Graduated Top 3%
 - President's List/Dean's List all semesters
 - Phi Beta Kappa Society

COMMUNITY ACTIVITIES

- Founders Forum, Board of Directors
- Plastic Poachers, Board of Directors
- Brevard County Legal Aid

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

- Florida Bar Association
- Brevard County Bar Association
- Brevard County Association for Women Lawyers
- LEAD Brevard's Young Professionals of Brevard

Related News

- [Trademark Protection Challenges and Strategies for U.S. Cannabis Businesses](#)
- [The Fine Print – Winter 2019](#)
- [Protect Your Brand: Benefits of Federal Trademark Registration](#)
- [Seven Key Steps When Thinking About IP Due Diligence in Corporate Transactions](#)
- [Meet Our Melbourne Attorneys](#)

Services & Industries

- [Aviation & Aerospace](#)
- [Corporate & Securities](#)
- [Intellectual Property Commercial Transactions](#)
- [Intellectual Property Litigation](#)
- [Intellectual Property Services](#)
- [Software, Technology, Intellectual Property, IP](#)
- [Privacy, Cybersecurity and eDiscovery](#)
- [Supply Chain Management](#)
- [Technology](#)

Admitted

- [The Florida Bar, 2013](#)

Education

- Stetson University College of Law (J.D. in Certificate of Concentration in Advocacy, *cum laude*)
- Stetson University (M.B.A.)
- Florida State University (B.A. in History and Political Science, *magna cum laude*)