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Media Contact: David P. Miranda, Esq., Partner  
Heslin Rothenberg Farley & Mesiti, P.C.  
518-452-5600  
david.miranda@hrfmlaw.com

**HESLIN ROTHENBERG FARLEY & MESITI  
PARTNER ALANA M. FUIERER NAMED TO *ROCHESTER BUSINESS  
JOURNAL* AND *THE DAILY RECORD* POWER LISTS FOR LAW**



**Rochester and Albany, NY:** Heslin Rothenberg Farley & Mesiti, an intellectual property firm with offices across New York, is proud to announce that partner [Alana M. Fuierer](#) has been named to the *Rochester Business Journal (RBJ)* and *The Daily Record* “Power Lists for Law.” Ms. Fuierer was selected by the editorial staff of the *RBJ* and *The Daily Record*

as one of Rochester’s power players in the legal industry for the [RBJ’s Power 30 Law List](#) for Rochester, New York and [The Daily Record’s Power 50 Law List](#) for Western New York. Ms. Fuierer, who launched the HRFM Rochester office more than 15 years ago and currently leads the office, was profiled by the *RBJ* and *The Daily Record* for her contributions to the legal needs of Rochester’s companies and residents during this challenging year, while proficiently dealing with the disruptions the COVID-19 pandemic has caused.

Ms. Fuierer, an experienced litigator in all forms of intellectual property, counsels and represents clients in intellectual property transactions, including licensing, and advises companies on ways to leverage their intellectual property portfolios. Ms. Fuierer’s practice also includes online monitoring and enforcement of trademarks and copyrights, as well as Design Law, including the intersection and strategic use of design patents, trademark, trade dress and copyright laws to protect design aspects of the user experience (UX) both in the US and internationally. She has an active US and international trademark practice, which includes

trademark search and clearance opinions, preparing and prosecuting trademark applications, and representing clients before the Trademark Trial and Appeal Board. In addition, Ms. Fuierer prepares, files and prosecutes US and foreign patent applications in a wide array of technologies, with technical experience in the areas of chemistry, bioremediation, environmental microbiology, hydrology, contaminant transport, materials, and semiconductor design.

**Heslin Rothenberg Farley & Mesiti, P.C.:** With Offices in both Rochester and Albany, NY, Heslin Rothenberg Farley & Mesiti P.C is devoted exclusively to helping its clients protect and capitalize on their intellectual property and handles all aspects of acquiring and enforcing intellectual property rights, both domestic and foreign, including patent, trademark, trade dress, trade secret, copyright, unfair competition, licensing, computer and internet law as well as related litigation and trials. The firm is regularly included among the “Top Patent Firms” and “Top Trademark Firms” in prominent listings, consistently earns recognition in New York Super Lawyers, and is the largest law firm devoted exclusively to intellectual property law in upstate New York.

The firm ranks fourth in the nation among the Top Patent Firms in patent applications relating to Computer Architecture Software and Information Security by *Juristat*. For more information, visit [www.hrfmlaw.com](http://www.hrfmlaw.com).

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**HESLIN ROTHENBERG FARLEY & MESITI P.C.**

5 Columbia Circle, Albany, NY 12203  
Phone 518-452-5600 • Fax 518-452-5579



150 Allens Creek Road, Suite 210, Rochester, NY 14618  
Phone 585-288-4832 • Fax 585-288-2010  
[www.hrfmlaw.com](http://www.hrfmlaw.com)