

Brok Humbert

Associate

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Brok Humbert helps consumer brands, technology companies, and healthcare businesses protect and enforce their trademark and copyright assets so they can grow with confidence.

Brok counsels clients on every stage of trademark and copyright prosecution and enforcement, from initial clearance through portfolio management and dispute resolution. His clients span consumer products, cosmetics, financial services, media and entertainment, telecommunications, software, ecommerce, and medical devices — and he tailors strategy to each industry's specific risk profile.

On the prosecution side, Brok advises on the acquisition, registration, and maintenance of intellectual property (IP) assets, managing both domestic and international trademark portfolios of all sizes. His enforcement work covers cease-and-desist letters, domain name disputes, copyright takedowns, customs enforcement, and other pre-litigation actions. Brok further supports litigation teams as specialist counsel in preparing complaints and evidentiary filings. He also counsels clients on advertising and unfair competition law, including compliance with Federal Trade Commission (FTC) regulations and applicable state requirements.

Brok brings meaningful experience to corporate transactions with an IP dimension, providing specialized support in due diligence and IP-related deal work across a range of industries. He is a regular contributor to Dorsey's IP blog, TheTMCA.com, which covers legal developments in trademarks, copyrights, and advertising.

Brok volunteers as a Trademark Supervisor in the BYU Law & Entrepreneurship Clinic.

Select Experience

Corporate Transactions — IP Support

Education

- Brigham Young University, J. Reuben Clark Law School (J.D., 2019)
 - *magna cum laude*
- Brigham Young University (B.S., Psychology, 2015)
 - *summa cum laude*

Bar Admissions

- California
- Utah

- Represented an energy drink company in its \$330 million acquisition of a national brewery conglomerate, advising on IP aspects of the transaction.
- Represented a medical device company in its acquisition of various target companies, providing specialized IP support throughout the transaction process.

Trademark Portfolio Management & Prosecution

- Developed domestic and international trademark portfolio management strategies by conducting and analyzing trademark clearance searches across multiple industry sectors.

Languages

- Spanish

Professional Affiliations

- Member, J. Reuben Clark Law Society
- Trademark Supervisor, BYU Law & Entrepreneurship Clinic

Charitable & Civic Involvement

- Volunteer, BYU Law Refugee and Immigration Initiative

Accolades

- *World Trademark Review 1000 – The World's Leading Trademark Professionals*, Leading Practitioner, 2026
- Consistently providing pro bono legal assistance to those in need through Dorsey's Pro Bono program

Externships

- U.S. District Court for the District of Utah, Judge David Sam, 2017 – 2017