

S. Alex Long, Jr.

PARTNER

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VCard



Alex has extensive experience in patent, trademark, and copyright prosecution, counseling, and licensing. He is highly experienced in representing clients, both as plaintiff and defendant, in various industries, including retail, manufacturing, finance, technology, sports and entertainment, media, and solar.

With nearly two decades of experience, Alex has litigated patents, trademarks, and copyrights, and he has prosecuted patent applications in a wide variety of areas, including the mechanical, electrical, and chemical spaces. He also counsels clients in a variety of matters, such as:

- Prosecution of domestic and foreign patent applications
- Infringement studies
- Clearance studies
- Freedom-to-operate studies
- Technology transfer and transactional matters
- Intellectual property security interest and related intellectual property matters

Outside the office, Alex enjoys spending time with his family. He is an active member of Dilworth United Methodist Church and an avid Clemson Tiger fan who keeps busy renovating his 100-year-old bungalow home.

SERVICE LINE

Intellectual Property
IP Litigation
Strategic Patent Counsel
Strategic Trademark Counsel

INDUSTRY SECTOR

Health Care
Manufacturing
Real Estate, Construction &
Development
Technology

PRIMARY LOCATION

Charlotte, NC
Charleston, SC
Greenville, SC

BAR & COURT ADMISSIONS

South Carolina, 2006

North Carolina, 2013

United States Patent and Trademark Office, 2005

United States Supreme Court

U.S. Court of Appeals, Federal Circuit

United States Court of Appeals, Fourth Circuit

U.S. District Court, Eastern District, North Carolina

U.S. District Court, Middle District, North Carolina

U.S. District Court, Western District, North Carolina

U.S. District Court, South Carolina

U.S. District Court, Colorado

PROFESSIONAL & COMMUNITY AFFILIATIONS

- American Bar Association
- American Intellectual Property Law Association
- Adjunct Professor, Intellectual Property Law at Midlands Technical College
- Board Member, Tau Beta Pi Engineering Honor Society Charlotte, NC Alumni Chapter
- Board Member, Carolina Patent, Trademark & Copyright Law Association (CPTCLA), 2021-2025
- *Southeastern Environmental Law Journal*, Articles Editor, 2005-2006

HONORS

- *Best Lawyers in America*, 2024-2026
- North Carolina Legal Elite, *Business North Carolina* Magazine, Intellectual Property, 2026
- *WTR 1000: the World's Leading Trademark Professionals*, 2026
- IAM Patent 1000: The World's Leading Patent Professionals by *Intellectual Asset Management*, Prosecution and Litigation, 2023-2025