

# The Texas Lawbook

Free Speech, Due Process and Trial by Jury

## Greenberg Traurig Adds IP Pro in Dallas

AUGUST 1, 2024 | BY MICHELLE CASADY

This week, Greenberg Traurig bolstered its intellectual property and litigation practices with the addition of a shareholder in its Dallas office.

The opportunity to practice alongside other attorneys with an engineering background, while having access to and support from Greenberg Traurig's international resources, enticed Ashley Moore to join the firm, she told *The Texas Lawbook* in a recent interview.

"It was both the breadth and depth of experience," Moore said of why Greenberg Traurig's platform was appealing. "I have access to hundreds of attorneys who do exactly what I do."

Moore comes to GT after a year-and-a-half stint at Michelman & Robinson in Dallas, where she was the firm's office managing partner. Prior to that, Moore practiced at McKool Smith in Dallas for 15 years. Her reputation in the intellectual property sphere preceded her, GT's managing shareholder in Dallas Joseph F. Coniglio said in a statement.

"Ashley is a well-regarded attorney with a deep expertise in intellectual property, built upon her years of practice and previous experience as a patent agent," he said. "Her exceptional skill set, combined with her extensive network, will greatly enhance our ability to represent and add value to clients in Texas and beyond."

Moore earned a bachelor's degree in electrical engineering with a biomedical specialization from Southern Methodist University in 2000 and graduated from law school there in 2010. Before law school, Moore worked as a patent agent at Jenkins & Gilchrist, Akin and Shore

Chan Bragalone, advising clients on how to obtain, prosecute, license and divest patent assets.

Speaking to IP trends in the Texas market specifically, Moore said the changes in how cases are now assigned to judges in the Western District hasn't impacted her workload there.

"I've got a couple of cases pending in the Western District right now," she said. "I think it's still a hotbed. It had cooled down a bit, but it's not slowing down substantially or going away. The Western District of Texas is going to continue to see a lot of cases."

The same goes for the Eastern District of Texas, she said, which has historically been an attractive venue for patent litigation.

"There's definitely still an attraction to [litigating] in Texas," she said. "I think that's only going to grow as more companies move to Texas."

Her experience litigating intellectual property cases is varied, having represented companies — ranging from startups to Fortune 500 institutions — in the medical, cellular, Wi-Fi, technology and oilfield industries

Greenberg Traurig's Executive Chairman, Richard A. Rosenbaum, said in a news release that Moore will "play a key role in further strengthening" the firm's Texas capabilities.

"At Greenberg Traurig, we are committed to recruiting top-tier legal professionals to strategically enhance our global platform and support our clients' needs," he said. "Ashley is a welcome addition to both the IP and technology and litigation practices as well as the Dallas office."