



Alexandria "Alex" Pierce

Associate

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From regulatory compliance counseling to consumer litigation defense, Alex is dedicated to representing food, beverage, and consumer product businesses every step of the way.

Whether a business faces a product recall, consumer or product liability litigation, or a dispute with another business in the supply chain, Alex vigorously defends clients in both Colorado state court and federal courts across the country. She takes a creative approach to litigating disputes and goes above and beyond to not just represent her client's business interests, but to understand it. Alex's dedicated and knowledgeable support gives clients peace of mind through complex litigation matters.

Drawing on her technical background in chemical engineering, Alex breaks down complicated regulatory schemes to advise clients on how to represent their business's core values through labeling, marketing, and advertising while mitigating against risk. She regularly advises clients on FDA, USDA, AAFCO, CPSC, TTB, and FTC regulations; state and local liquor laws; as well as state consumer protection, unfair competition, and deceptive advertising laws.

PRACTICES

Business Litigation
Appellate
Intellectual Property Litigation
Antitrust and Competition

INDUSTRIES

Food, Beverage, and Consumer
Products
Healthcare
Pet Care
Technology

EDUCATION

Emory University School of Law, J.D.,
2019

University of Michigan, B.S. Chemical
Engineering, 2016

BAR ADMISSIONS

Colorado

EXPERIENCE

- Consumer class action defense
- Trial counsel
- Business disputes
- False advertising and deceptive trade practices
- FDA, USDA, AAFCO, and FTC compliance
- State and local liquor laws
- Label reviews
- Product liability
- California Proposition 65

PUBLICATIONS

"AAFCO Updates to Model Regulations," *Pet Care Legal Update*, March 29, 2024

"Alternative Means for FDA Approval of Pet Care Drugs – Part 3: Differences Between Major and Minor Species," *Holland & Hart Legal*

Update, August 21, 2023

"Alternative Means for FDA Approval of Pet Care Drugs – Part 2: Extended Conditional Approval," June 29, 2023

"Alternative Means for FDA Approval of Pet Care Drugs - Part 1: Conditional Approval," *Holland & Hart Client Alert*, May 10, 2023

PROFESSIONAL AND CIVIC AFFILIATIONS

- Thompson G. Marsh Inn of Court, Member
- Colorado Bar Association, Member
Litigation Section
Appellate Section
- Denver Bar Association, Member