



Alexandria "Alex" Pierce

Associate

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From regulatory compliance counseling to complex commercial litigation, Alex is dedicated to representing clients every step of the way.

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

Alex represents clients in both Colorado state courts and federal courts across the country in high-stakes litigation, government investigations, and enforcement actions. She takes a creative approach to litigating business disputes, and goes above and beyond to not only represent her clients' business interests, but to understand them. Alex handles a variety of matters for clients across all industries, including contract disputes, consumer protection litigation, class actions, and FTC and SEC enforcement matters.

Drawing on her technical background in chemical engineering, Alex also regularly counsels clients on regulatory compliance matters so businesses can represent their core values through marketing and advertising while mitigating against enforcement risk. She advises clients on FDA and FTC regulations, as well as state consumer protection, unfair competition, and deceptive advertising laws.

EXPERIENCE

Business Litigation

Alex assists clients at all stages of litigation and arbitration, including:

- Responding to or issuing demand letters
- Responding to or issuing subpoenas
- Drafting pleadings
- Conducting written and deposition discovery
- Working with expert witnesses
- Drafting dispositive motions
- Arguing hearings
- Preparing witnesses to testify
- Trying cases
- Assisting with appeals
- Negotiating settlements

Government Investigations

Alex assists individuals and companies in government investigations,

including:

- Responding to subpoenas
- Preparing witnesses for non-public investigative testimony
- Representing clients in investigative testimony and depositions

Regulatory Compliance

Alex advises companies on regulatory compliance, including:

- FDA, USDA, and AAFCO labeling requirements
- FTC advertising
- Label reviews
- 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