



MARYJO E.  
SMART  
PINOCCHIO  
Associate

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Business Litigation

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Happiness is when what you think, what you say, and what you do are in  
harmony.

Mahatma Gandhi



## MARYJO E. SMART PINOCCHIO

MaryJo Smart Pinocchio is an associate in our Business Litigation and Intellectual Property practice groups. Her practice focuses on complex commercial litigation, intellectual property disputes, and general business advising. She has in depth litigation experience ranging from pre-litigation and the inception of a case through trial.

A fifth-generation Nevadan and the youngest of four siblings, albeit the most protective, MaryJo has always found herself advocating for others. Her tenacity and dedication to fight for what she believes in translates well to the dynamic practice of civil litigation, and MaryJo brings this strong-willed mentality to each of her cases. In her practice, she prioritizes getting to know her clients and understanding how their businesses operate on a granular level in order to appreciate their ultimate goals and needs and effectively litigate on their behalf.

Outside of the office, MaryJo enjoys yoga and pilates, exploring the Sierra Nevada mountains, and spending time with her family.

Business Litigation

Intellectual Property

Apparel & Fashion

Blockchain & Cryptocurrency

## EDUCATION

J.D., University of the Pacific, McGeorge School of Law, *With Great Distinction*

Order of the Coif

Traynor Honor Society

Chief Articles & Symposium Editor, *The University of the Pacific Law Review*

Judicial Extern, Honorable Judge Morrison C. England, Jr., U.S. District Court for the Eastern District of California

B.S., University of Nevada, Reno

## AREAS OF PRACTICE

## OTHER EXPERIENCE

Litigation

Real Estate Litigation

Mediation and Arbitration

Business Litigation

Intellectual Property

Apparel & Fashion

Blockchain & Cryptocurrency

## AWARDS AND HONORS

*Best Lawyers in America*<sup>®</sup>, Ones to Watch, Commercial Litigation, Litigation – Intellectual Property, 2026

*Mountain States Super Lawyers Rising Stars*<sup>®</sup>, Business Litigation – Intellectual Property, 2025

## ARTICLES AND PRESENTATIONS

Co-Author, "[California's Responsible Textile Recovery Act To Go Into Effect In 2026](#)," Fennemore Blog October 21, 2025

Featuring, "MaryJo Smart joins the Fennemore Business Litigation practice group," Northern Nevada Business Weekly, April 14, 2023

## ADMISSIONS

California

Nevada

U.S. District Court, Eastern District of California

U.S. District Court, Central District of California

U.S. District Court, District of Nevada