



MARYJO E.
SMART
PINOCCHIO
Associate

Business Litigation

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“

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

Mahatma Gandhi

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MARYJO E. SMART PINOCCHIO

MaryJo Smart Pinocchio is an associate in Fennemore's Business Litigation and Intellectual Property practice groups. She represents businesses, entrepreneurs, and organizations in complex commercial litigation, intellectual property disputes, and a wide range of business matters. Her practice includes contract disputes, business torts, trademark and copyright litigation, trade secret matters, and strategic business counseling. She has extensive litigation experience guiding clients through every stage of the dispute resolution process, from pre-litigation strategy and case development through trial.

A fifth-generation Nevadan and the youngest of four siblings, MaryJo has always been driven to advocate for others. That determination serves her well in civil litigation, where she approaches each matter with persistence, strategic thinking, and a practical understanding of her clients' business objectives. She believes effective representation begins with understanding how each client's business operates, taking the time to learn their industry, day-to-day operations, and long-term goals so she can develop litigation strategies aligned with their priorities.

MaryJo works with companies across a variety of industries to resolve business disputes efficiently while protecting their intellectual property, business interests, and competitive position. Whether navigating commercial litigation, intellectual property conflicts, or day-to-day business challenges, she is committed to providing practical legal guidance that supports her clients' continued success.

Outside the office, MaryJo enjoys practicing 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[®], Ones to Watch, Commercial Litigation, Litigation – Intellectual Property, 2026-2027
Mountain States Super Lawyers Rising Stars[®], 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