



# Alison D. Roth

## Associate

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**"The best products begin with function rather than design or details. I apply the same approach to legal problems by focusing first on each client's unique goals and then structuring a tailored solution around those goals to produce a refined and thorough result."**

Alison Roth is a transactional attorney who assists businesses and individuals in drafting and negotiating a wide range of complex commercial agreements, including supply and distribution agreements, intellectual property licenses, and purchase and sale agreements. She also advises clients on trademark strategy and portfolio management helping to protect and maximize the value of their intellectual property assets.

Ali works with both domestic and international clients, offering strategic business counsel with a focus on practical solutions and long-term risk mitigation. She is known for her ability to quickly understand clients' day-to-day operations, enabling her to deliver clear, effective, and business-minded legal advice.

Her industry experience is diverse and includes working with clients in highly regulated sectors such as energy and utilities, as well as businesses engaged in cross-border transactions. She brings a nuanced understanding of compliance and provides tailored solutions that align with her clients' operational and legal needs.

During law school, Ali gained valuable in-house experience as a legal extern at Vestas American Wind Technology, where she conducted legal research on U.S. data privacy laws and the E.U. General Data Protection Regulation (GDPR), prepared contract amendments, and supported NDA negotiations. She also worked with entrepreneurs through Lewis & Clark Law School's Small Business Legal Clinic, advising on entity formation and drafting foundational business contracts.

### Professional Activities

- Association for Corporate Growth Portland, Member, 2024-present
- Oregon State Bar, Member
- Oregon Women Lawyers, Member
- International Trademark Association
  - Indigenous Rights Subcommittee, Member, 2022-present

### Education

J.D., Lewis & Clark Law School, *magna cum laude*, 2019

- Executive Editor, *Environmental Law Review*
- Cornelius Honors Society

B.S., Boston College, environmental geosciences, 2014

### Bar Admissions

Oregon, 2019  
Washington, 2024

## Civic Activities

- Lewis & Clark Small Business Legal Clinic, Pro Bono Attorney

## Representative Experience

### Business & Corporate

- Served as a part-time embedded attorney with an investor-owned utility, where she supported portfolio acquisitions and multi-state renewable energy transactions. In this role, she also provided strategic counsel on regulatory and policy matters affecting the renewable energy sector. Her work also included assisting with structuring and negotiating critical project documents such as build transfer agreements, operations and maintenance agreements, battery supply agreements, and related underlying project contracts.

### Private Security Offerings

- Represented an environmental technology company in a seven-figure Series Seed funding round and subsequent note offerings. Our work included preparation of all documents, term sheets, sale agreements, shareholder agreements, and data rooms for due diligence. These financing events were unique because they involved a number of overseas parties which required additional regulatory analysis to ensure compliance.

### Mergers & Acquisitions

- Advised an ecommerce company in the acquisition of a majority interest in another ecommerce business with a strong influencer-driven brand. This high-value, fast-paced transaction was closed in under three weeks, despite a level of complexity typically requiring several months. The integration will allow our client to streamline online consumer purchasing using proprietary technology.
- Represented a workplace furniture and interior design firm in its seven-figure acquisition of an office furniture distributor. The deal enabled the client's strategic expansion into Southern California and was completed under a tight timeline with extensive negotiation.
- Represented a leading building information modelling service provider in a sell-side acquisition that involved very complex accounting issues due to the unconventional and technical nature of the asset. The buyer was a private equity-backed organization whose interests in our client required expedited due diligence, negotiations, and closing.

## Recognition & Honors

- Selected for inclusion in *Best Lawyers: Ones to Watch*® (Portland, OR)
  - Corporate Law, 2026-present
  - Energy Law, 2026-present

## Personal Activities

Outside the office, Alison enjoys skiing and paddling in the mountains and rivers of the Pacific Northwest. She also loves experiencing new places and cultures and working on foreign language skills. As a result of being raised in Nashville, Alison is always seeking out live music in and around Portland.