



Ester Martín

Partner

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Ester leads Holland & Hart’s trademark team. She advises clients on and provides a full spectrum of strategic trademark services, from searching & clearance, and investigating, to registration and maintenance of trademarks in the U.S. and worldwide.

She advises on strategic international portfolio development, including gap filings and portfolio trimming, when sensible. Ester counsels clients on the proper use of trademarks, protection of trademark rights, and enforcement strategies.

Ester represents clients (ranging from individuals to Fortune 500 companies) across numerous industries, including telecommunications, leisure and entertainment, food and beverage, computer hardware and software, medical devices, online gaming, and education.

Her prior experience working as in-house counsel to a large cable and satellite provider, and for a telecommunications company, gives Ester a business perspective that her clients value. She is conversational in Spanish (was raised bi-lingual). And, Ester aims to infuse common sense into her legal advice. Finally, Ester truly values teamwork and efficiency. She selects and manages teams of attorneys and paralegals on a client-by-client basis.

PRACTICES

Intellectual Property
Trademarks and Foreign Portfolio Management

EDUCATION

University of Denver College of Law,
J.D., 1997
International Law Journal, Member

Washington University, B.A., 1993
International Studies and Spanish Literature

BAR ADMISSIONS

Colorado

EXPERIENCE

- Strategic Trademark Portfolio Management
- Trademark Enforcement Strategies
- Due Diligence and Acquisition Counseling
- Trademark Licensing and Transactions
- Domain Name Management

RECOGNITION

- *World Trademark Review (WTR) 1000 - The World’s Leading Trademark Professionals*, Colorado, Silver Band 2013-2016; Gold Band 2017-2021
- *World Trademark Review (WTR) Global Leaders*, 2019-2020
- *Who’s Who Legal: Trademark*, 2014, 2018

PROFESSIONAL AND CIVIC AFFILIATIONS

- I Have A Dream Foundation of Boulder County

Board of Directors, Vice Chair, 2008-2012

Board of Directors, Member, 2005–2012

- International Trademark Association (INTA), Member
Information Resources Committee Member, 2008–2009
Model State Trademark Bill Committee Member, 2004–2006
Articles Committee Member, 2002–2004
- American, Colorado, Boulder, and Denver Bar Associations,
Intellectual Property Sections, Member