



Matthew Horlacher

Partner

222 South Main Street, Suite 2200, Salt Lake City, UT 84101

P 801.799.5825

mhorlacher@hollandhart.com

Matt counsels clients on intellectual property matters, focusing on domestic and international strategic trademark portfolio management, and the selection, clearance, use, prosecution, and enforcement of trademarks.

Matt's experience with trade dress, copyright, licensing, domain name, and Internet-related issues allows him to help clients identify strengths and weaknesses in their intellectual property portfolios, and to assist with related transactions. He drafts and reviews intellectual property-related agreements and assists in intellectual property audits.

PRACTICES

Trademarks and Foreign Portfolio Management
Intellectual Property
Copyrights
Compliance Services

EDUCATION

Jacob Gould Schurman Fellowship,
Universität Heidelberg, Germany, 1994-1995

Cornell Law School, J.D., 1994
Editor-in-Chief, *Cornell International Law Journal*

Brigham Young University, B.A., 1991
cum laude

BAR ADMISSIONS

Colorado
Utah

RECOGNITION

- *Utah Business Magazine*, Utah Legal Elite, Intellectual Property, 2007-2020

PROFESSIONAL AND CIVIC AFFILIATIONS

- International Trademark Association (INTA)
Public Information Committee
- American Bar Association, Intellectual Property Section
Utah Bar Association
Intellectual Property Section
Cyberlaw Section